

Maclean's

Canada's Weekly Newsmagazine

May 8, 2000 www.macleans.ca

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HISTORY
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Editor



On becoming more American

How strange that the main (unintended) symbol marking the nation this spring is the Molson's "I am Canadian" beer ad, its Canadian crew directed by an American. The irony is compounded by a season of developments that could add up to making us more American in our ways than ever before. Take last week.

• Nasdaq, the engine of the U.S. dot-com phenomenon, announced plans to open a Canadian office in Montreal, perhaps to compete with—if not to overshadow—the venerable, but computer-challenged Toronto Stock Exchange. If the sign law doesn't drive Nasdaq away, the INQ government will score major prize points among the populace by embracing the American way.

• U.S. newspaper companies complained about leniency on foreign ownership in the wake of the decision by Conrad Black's Hollinger International Inc. to gas some of its 58 Canadian daily newspapers on the block. If U.S. Americans huff and puff—invoking Thomas Jefferson, Jack Valenti and the WTO—just watch the federal Liberals scramble to lower the threshold.

• The Ontario government plans to

allow private universities to operate in what has traditionally been a public system. Existing institutions fear that the potential Harvard North will upstage local students, weaken some schools and establish tuition that only the wealthy can afford.

The latest developments follow the debate in Alberta about approving private health-care institutions on the U.S. model. And all of this is set against the backdrop of recent takeovers of Canadian companies by U.S. firms. Nova Chemical has now moved its executive offices from Calgary to Pittsburgh as the top hands can be closer to their customers. Even Canadian companies have shifted their focus south. Reproduced Ipco Inc. has made Chicago its operational headquarters because of the size of the U.S. steel market.

Nor all the news is bad. Last week, Norad Networks Corp., a global leader in fibre optics, reaffirmed the power of sending its world when it announced plans to hire 1,250 new employees and expand its operations in Ottawa. What Norad Canada Inc. moved production of stream dinner from its plant in Toronto, Ont., to the United States, the

Canadian subsidiary began making quality ready-to-cook meals for institutions—and now employs more people than ever. Still, the trend in Canadian business is disconcerting. Four in 10 CEOs polled by the Business Council on National Issues last year said there was a 50-50 chance their jobs would move out of Canada within 10 years.

This portrait may be one that Canadians, sometimes obsessed with keeping pace with Americans, are happy to accept. Dancing the Continental may indeed be the way ahead. But there is very little debate about the trend—certainly not in a sign of the right such as the *National Post*, whose front pages revel in negative news about Canada. Canadians may not be worried. But the signs all point to a day when there will no longer be a Canada-U.S. border. Will beer and cuisine be all that we have left?

Robert Lewis

roblew@munich.com or to comment on From the Editor

Newsroom Notes

Calling all readers

Maclean's invites readers to participate in a special celebratory issue scheduled for late summer that will pay tribute to Canadians who have made a real difference in the world. Working with luminaries J. L. Garneau and Norman Hillmer, *Maclean's* will profile in essay as 25 Canadians, living or dead, who fit this definition: *Canadians men or women or any one who have significantly affected the way the world lives or plays, works or*



Hillmer (left), Garneau

about. Your nominations might include, for example, anyone from Lucy Maud Montgomery or Sir Frederick Banting to Marshall McLuhan or biochemist and Nobel laureate Michael Smith. You may nominate as many as five Canadians as you like, the only stipulation being that their contributions extend to the world beyond Canada's borders. If you wish to include brief essays for your choices, please do. Send your nominations by e-mail to nominations@maclean.ca, by post to the Managing Editor, *Maclean's*, 7th floor, 777 Bay St., Toronto, Ont. M5W 1A7, or visit our Web site at www.munich.com. The deadline is May 31.

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Rave reviews

My 20-year-old son, Bradley, was elated to see his first rave party promotion, "Welcome to the family," on the cover ("Rave fever," April 24). I shared his high spirits for reasons of my own: 35 years ago, my Mariposa Folk Festival was in the same "sex, drugs and rock 'n' roll" media spotlight that shines on today's raves. I attended his event to observe. What I saw made me realize



Rave scene, similar to rave parties

the similarities between many of the raves and their parents, who turned up at Mariposa seemingly convinced that their parents' "peace, love, no violence," to which today's kids have added "respect," to which yesterday's first-class people, particularly dramatized by the headline "Wild ones through the ages," which serves to remind those of us who

may have forgotten that each new generation of teenagers finds its own forms of musical expression, almost always accompanied by some legal or illegal stimulant, a caution seems to need to be added.

Kimball A. Parks, former president, Mariposa Folk Festival, Toronto

I found your cover story to be far-reaching and comprehensive. One point I would make is that only on a superficial level can raves be characterized as "the idealistic tribe." It is true that in a rave environment issues of colour, sex and age become less pronounced. However, you can be accepted for who you are as long as you've spent \$200 on the right pants and \$50 on admission. As your story noted, most raves are now in multi-venues from across. It is much more about escapism than idealism. It could be argued that the truly idealistic youth tribe those days are those young people who read Noam Chomsky's *Age of Rage*, listen to Rage Against the Machine and were in the front ranks of the World Trade Organization protests in Seattle and Washington. They are idealists because they work to change a world they think needs changing, rather than try to escape from it.

Sean Simon, Montreal

I was disappointed when I read the "The dark side of ecstasy." I made it clear in my conversation with Macdonald that at no point have I told, or will I ever tell, anyone to take drugs such as ecstasy. I have always made it a point to allow people to come to their own informed decision. The final paragraph seems to suggest otherwise. It begins by saying, "Despite the dangers, ecstasy still has great word of mouth," then quotes my response to a question about the positive effect of ecstasy. I do not give ecstasy great word of mouth. This is an inaccurate representation of

Big banks

Motivated by the desire to be prime investors, Finance Minister Paul Martin has worked himself into a box that will see the destruction of a viable, independent, Canadian-owned banking system ("Lead without end," Business, April 24). The banks did not, as you say, "completely talk about why their plans were good for themselves," with no concern for consumers. They did agree to avoid the layoffs that are now so prevalent. They did promise that head offices would continue to be major employers. And all of that was thrown away by Martin. He is the father of the move that 8,000 bank layoffs have happened so far.

David E. Bond, Port Moody, B.C.

my position. Many of my peers were astonished that I was being played off as a puppet of sorts.

Eric Madorski, Guelph, Ont.

Thank you for a thoughtful and unbiased piece regarding the current rave culture. I enjoy coming to Toronto for parties, and the current efforts to shut raves down are a concern to me and my friends here who love Toronto's scene. Get information out there about drug use and how to party safely instead of taking away the party itself—you'd have a lot less rebellion that way.

Katie O'Farrell, San Antonio, Mich.

As a dedicated partygoer, I am getting diagnosed with the based information put out by the media about our scene. Would you rather have 3,500 teens walking the streets every weekend, or have them in a second venue with security, first aid and, often, police in attendance? And drugs are not used by all ravers. Drugs are used outside the scene; revenue not the breeding ground. The scene is about being positive—there dancing to making friends to life in general. I refuse to back down while a few are running it for the rest of us.

Nathan Petrowski, Montreal, B.C.

In "Wild ones through the ages," you say crack was the drug of choice for "Hip-hop kids 1960s to the present." I

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had to laugh. "Crude? Where did you get that? And is describing a 20-year period, you say, of the book, 'economically baggy' sometimes sometimes work backwards?" What does this mean? I love hip-hop, rap, soul and funk, and have never met anyone wearing backwards do-rags.

Sanja Knezevic, Toronto

are registration, registration of all guns is not required until Dec. 31, 2002, not 2000, as reported in your article.

Mark Hansen, Communications Specialist, Ontario Federation of Anglers and Hunters, Peterborough, Ont.

Class-based medicine

Barbara Annel suggests that, because of the wider range of occupations available for women and men today and the busyness of nursing, the quality of the average nurse is lower ("Why we need private medicine," April 17). She suggests that more "intelligent and higher-quality people" choose less stressful work. This is ridiculous. Unlike Annel, nurses in Canada do not differentiate between high-quality and low-quality people. That is why we must protect our public health-care system from attacks like Annel's. When you are sick, it should not matter how rich you are or who you know.

Lucien Rogien, President, Alberta Association of Registered Nurses, Edmonton

I recently had surgery in Toronto, which was unavailable to me in Thunder Bay, Ont. That specialized surgery at Toronto General Hospital meant a four-day return trip by car and a week's stay in Toronto. Thanks to a Northern Health Travel Grant, I had the use of about \$30-40 per day for transportation, food, accommodation and other extras. Contrary to Barbara Annel's concerns that private medicine would have helped, how else could we afford such care? We cannot call on influential friends to pull strings. The staff was very professional and the care I received could not have been better. Give us all the chance to receive the best Canadian health care possible—not just those in a position to pay out of pocket for it.

Mary Lou Wierns, Thunder Bay, Ont.

In "The Canadian solution," you fail to point out the difference between *firmus* learning and *firmus* aggression. *Firmus* owners must be licensed. *Firmus* must be registered. *Firmus* acquisition licensing had been in place in Canada since the late 1970s. Anyone wishing to acquire a *firmus* had to undergo a security check and obtain a federal *firmus* acquisition certificate. Since 1993, licensing, required safety training and passing grades on both written and practical exams. And although purchase or transfer of *firmus* from one owner to another requires transac-

Over the past 10 years, I have visited hospitals in Alberta and Nova Scotia to be with family and friends. I found every nurse to be professional, well-educated, caring and compassionate.

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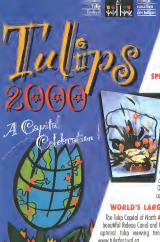
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despite a workload that would choke an elephant. So, may I raise this opportunity to thank the nurses of Canada for the excellent work that they have been doing. May they receive the praise and the wages and proper working conditions that they all so richly deserve.

Lorne F. Leisner, Calgary

I thought Barbara Ansel deserved support. Given all the negative letters, it is sad to see so many Canadians simply don't get it. Two-level health care already exists in Canada and it is a better system. In Alberta, and why can't cost \$2,500. We have received unfairly better personal and personal care than the public system provided us. Is this only for the rich? No, it is for those who budget properly and work hard. If people are willing to make wise choices with their wealth, let them. For those who pretend to be incapable of managing their affairs, then a public system can take care of them, albeit with poorer quality service. We all have choices, maybe it is time we take some personal responsibility for them.

Rob McLaughlin, Calgary

cheap." April 10) Overseas postings nearly always guarantee long work hours, with little or no overtime paid. Government wages don't come close to acknowledging the dedication, passion and education of its foreign service officers. Too many of us have experienced financial ruin or bankruptcy while working abroad. My husband has two graduate degrees, and his base pay is only slightly more than a janitor here. So why are we all with the government? Because we enjoy experiencing life in other countries and cultures, and because, for us, money isn't the sole determinant of life quality. But the government needs a wake-up call: provide competitive salaries or watch your once-admired foreign service decay and disappear.

Jeanne Wilton, Canadian Embassy
 Quito, Ecuador

Draft-dodger politics

I am one of the aging Vietnam War resisters who came to Canada more than a quarter of a century ago and stayed ("Hell no, they won't go," Canada and the World, April 24). I married a Canadian and inherited two Canadian kids. I made a career in education, becoming superintendent of education for an Indian band, and more recently, serving as principal and CEO of a Saskatchewan community college. Sure, I could have

Foreign service pay

I could not agree with Andrew Phillips more. Canada's diplomatic corps is a bargain workforce for Canadians acknowledging ("Diplomacy on the

avoid my term in the American army and go on to make a heck of a lot more money in the U.S. military-industrial complex. But at least now I have the satisfaction of knowing that I probably did more good than harm in my life.

Cheryl Ann Stoltz, Salt Spring Island, B.C.

In 1967, I arrived in Canada from Monterey, Calif. I returned to the United States to clear my name in 1974, and have lived in Vancouver ever since. You had to be precocious. Many didn't out of interest and fear and it was their last opportunity. Actually, it was painful. They shook my hand at the border and welcomed me home. Yes, Anne! Seven years later... I never thought when I immigrated to Canada to avoid the Vietnam War that I was making a decision to live the rest of my life here. It does show something truly wonderful can come from war.

Gerrit Stout, Vancouver

Those draft dodgers who shirked their responsibilities in America and now support separatism in Canada are not even twice free to their country of birth and second to their country of adoption.

Dennis DeFuria, Toronto, Ont.

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Over to You



Kevin Wilson

A student . . . teacher

"Why don't we just shoot 'em!" It was my first day teaching in the town of Valemont, B.C., and my careful lecture on the environmental movement was going horribly awry. "Shoot the tree huggers that would solve everything." This from the apple-checked kid in the back row. A second of horrified silence on my part was interrupted by giggles. This wasn't the harsh tones of future lawyers, or the gasping Lillian Trenchmont Mafia, whom is Valemont. It was the standard mocking tone kids use every classroom in North America once for the substitute teacher I had come off as pompous, and this boy had taken the trouble to deflate me.

The exchange marked the beginning of a crucial lesson that I, a teacher, was about to learn from a student. In my case, it marked the start of my transition from unrequited and unforgiving tree-hugger to a place where I still harbour those beliefs—but understand who drives the other side. Over time, those kids did express deep concern about issues ranging from child labour in Asia to poor people wanting to come to Canada for a better life. Even Apple-checks and that a great joke about Canada is that we don't just shoot people.

But we couldn't get past the environmental logging debate. The "shoot 'em" movement was a gag, but the sentiment behind it was no joke. Valemont is a logging town, near Jasper, Alta., that has seen its mill dominate. Every student had a vested interest in the health of the logging industry: not one had a friendly thought for tree-huggers. So went the thinking in that classroom, and the town. My family and I had left the so-called Left Coast of British Columbia for a better town.

"Was this a dry versus small town thing?" Certainly there's lots of drama in a place where the newspaper reports that a mother had her preschool son's lost Thursday. But Valemont's site (population

1,300) was only part of the difference. I remembered something a professor at the University of Regina once told me. He had stopped in at the local call of the small Prairie town I grew up in. "I entered the room," he said, "and every eye in the place turned. You'd think these town-dwells of yours were under siege or something. Welcome the outsider!"

My home town isn't a hillbilly backwater, and neither is Valemont, but that sentiment is shared by both places. When the professor stated my town 15 years ago, the place was struggling: only 800 people remained, grain prices were low, and there was talk of closing the school. Valemont faces similar issues: people are leaving, the biggest local industry, forestry, isn't doing well, and school enrolment is declining. Then the tourist industry, offering whale-watching, snowmobiling, hiking and mountain climbing, isn't a sure thing. A few miserable seasons, a recession, changes in tourist trends . . .

In such situations, people flee and blame outsiders. Go to a Nova Scotia town relying on crab catches, or stop at a Prairie town with only one industry, then end your journey in a B.C. community dependent on logging: residents live with the fear of losing not only their jobs, but their communities. A young teacher with no commercial ties has no such fears. That made me a tourist in the town I lived in.

I've now moved back to Victoria, carrying two new lessons. One is from Apple-checks: don't give advice to people who live means others only talk about. The second is from the circumstances of that exchange: it's the knowledge that teaching—and learning—cuts both ways.

Kevin Wilson lives in Victoria. Guest submissions may be sent to overturn@mcgraw-hill.com or found in (416) 595-7730. We cannot respond to all queries.

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PASSAGES

Died: Broadway producer David Merrick, 88, promoted his shaven-thimble and earned the nickname "The Abominable Showman." His first hit was in 1956 with *Fanny*. In his 42-year career, he produced more than 80 plays and musicals including *Hells*, *Dolly*, *Oliver!* and *42nd Street*. He once said he would have preferred to be a playwright but didn't have the talent. He was also famously abusive. "It was never enough for him to succeed," said fellow Broadway producer Alexander Cohen, who passed away three days before Merrick. "His competitors had to fail." Merrick suffered a stroke in the early 1980s that forced him into a wheelchair. He died in London after a lengthy illness.



Died: Carle Wendall MacDonald, 91, of Charlottetown set a record by participating in 14 Canadian senior men's curling championships. During the 1970s, his team won the tournament three times. MacDonald, a radiologist, was a member of the Canadian Curling Hall of Fame and the exclusive Governor General's Curling Club. He died in a Charlottetown hospital after slipping into a coma a month ago.

Diagnosed: New York City Mayor Rudolph Giuliani, 55, said he has prostate cancer and will need to undergo treatment. He was diagnosed last week with the same disease that killed his father at the age of 75. Although it is a treatable form of cancer and was caught in the early stages, Giuliani, a Republican, is unsure whether he will be able to continue in his high-profile race for a U.S. Senate seat against First Lady Hillary Rodham Clinton.

Died: Former senator and Nova Scotia cabinet minister Richard Donohue, 90, who helped implement medicare in the

province in 1969 while he was serving as minister of public health and welfare. Known for his deep baritone and oratorical skills, Donohue launched his political career as mayor of Halifax in the 1950s.

Drafted: Cal Beuchaud, 22, of Aurora, Ont., is the first Canadian to be drafted by the Women's National Basketball Association. The five-foot, seven-inch point guard, who is an accounting major at Boston College, was chosen 60th overall by the Detroit Shock. But Beuchaud, who has played for Canada's national team for three years, says she will skip her first season in the WNBA so she can compete with the Canadian team at the Sydney Olympics this summer.

Recovering: Feminist author Germaine Greer, 61, was held hostage in her countryside home in Great Chertsey in southern England by Karen Burke, a 19-year-old student. Friends arriving for dinner with Greer heard shouting and called the police. The Australian-born author of *The Female Eunuch* had been bound, her glasses broken and her house vandalized, but she was not seriously injured. Burke has been charged with causing bodily harm and unlawful imprisonment.

Appointed: By Prime Minister Jean Chrétien, Grade 6 Halifax teacher and Liberal organizer Myra Freeman, 50, as lieutenant-governor of Nova Scotia. She is the first woman and first member of Nova Scotia's Jewish community to serve as the Queen's representative in the province.

Awarded: Celebrated short-story writer Alistair MacLeod won the \$12,000 Tillamook Book Award for his first novel, *No Great Mischief*, the story of a Scottish family's journey to Nova Scotia. Born in North Barrfield, Sask., MacLeod was raised in Cape Breton (he still summers there) and now lives in Windsor, Ont., where he is an English professor. The French-language winners were Andrée Chénier and Jacques Flaud of Ottawa for their collaborative book of poetry, *L'archiviste*.



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Anthony Wilson-Smith

When Old becomes New

And now, for those away on Man recently, some Canadian media news. The head of the company that owns *The Toronto Star*, the country's largest newspaper, says Internet development is more important than ongoing newspaper wars. Meanwhile, Conrad Black, who owns more newspapers here than anyone, will sell many of them, and use proceeds to develop online projects. Thomson Corp., which used to own the most, is selling them all except *The Globe and Mail*—and will spend millions to offer real-time online business news reports from the *Globe* newsroom. And the *Star* and *Globe* later rivals elsewhere, have pumped millions more into a shared Web site offering job-placement services. Meanwhile, CBC president Bob Rabinovitch says he considers development of a new Web radio-style service—to complement their existing online news service—key to the CBC's survival. And BCE Inc. has bought CTV, the largest private broadcaster, largely for its value in providing online content. For his part, CanWest Global CEO Leonard Ayer has reversed a long-standing strategy of his dad, Larry, and pumped millions into online development. Canby Moss Zuckerman just put his CP24 TV regional news online around the clock. And Ted Rogers, who owns this magazine and a few dozen other properties, managed everyone by focusing on Web development years ago.

There's a saying in the news biz that you can tell at once when something is no longer trendy: that's the moment it appears on the cover of a newsmagazine like *Time* or *Macleod*. That's largely true, and even if it's intended as a slur, it asks you don't build a mass audience by writing your content only as a small group obsessed with being cool. You could say that the same is true of the new relationship between traditional media and the Web: when we all jumped into the Net, it was one of two happenings that provided final confirmation that life online is no longer exclusive to the young and hip.

Paradoxically, the other event has been the recent crash in earth of new tech stocks. As recently as a few months ago, it was hip to dismiss the need for such things as profitability, return on investment, and revenue targets as blinkered thinking, typical of the Old Economy. Almost overnight, for no one reason, that thinking changed back: venture capitalists who had cheerfully invested billions in start-up companies with patchwork business plans began dumping that stock, and turning money in traditional companies with traditional profits. As *The Industry Standard*, the self-described newsmagazine of the Internet economy, put it, we've reached "the end of the beginning" for the New Economy.

All that amounts to at least some bad news for fans of both Old and New Media. If you like newspapers, it's discouraging

to see the big money behind them going elsewhere. Calculated risks, ad sales declines, and that means less money spent on editorial costs: it's a vicious circle. And if you're one of the Young Turks who had the Net largely to yourself for the past four or five years, you're not happy about the minimal change taking place. First, there's the capital failure course of all those middle-aged executives frantically tossing away ties and dressing down to try to look more like their youthful target market. The Web is a profit-oriented place now, and it's going to become much more so. The hackers and crackers who prosper by making big companies' Web sites an eternal descendant of Luddite, ungracious, the back-to-the-earth movement, NIMBY (not-in-my-back-yard city dweller) and everyone else who ever wanted to keep their corner of the world just the way they like it.

But standstill movements almost never succeed, and this one won't either. New and Old Media have decided that they can either live with each other, or die fighting, so guess which is the preferred answer? We saw something of this in the 1980s, when CNN, CBC Newsweek and other all-news TV outlets changed the way everyone looked at news gathering. Clever newspaper editors, like William Thornell at the *Globe*, then responded by taking a step back, presuming their readers were already familiar with the events in question, and making their reports more thoughtful and analytical. Now, the irony is that all-news networks are facing the same pressure from the Net: rather than wait for Newsweek or CTV NewsNet to report on your preferred event, you can increasingly find breaking coverage somewhere on the Net.

But while New Media has changed the way our side of the trade does business, the reverse is now also true. With the exception of the tech boom, people with less money didn't get that way by betting their money on strangers and strange ideas. When enthusiasts wagers for gambling on start-ups, that provides more money for established "banks" like the *Star* or *Globe* or CBC to spend online. *Globe* CEO Philip Crowley, a smart and well-travelled guy, has said that he considers one of the chief values of his newspaper to be its trusted brand name—and the ability to leverage that with its ROB-TV channel and Web presence.

When traditional companies move to New Media, they take their business practices and beliefs along with them. Some people argue that in investing online, companies like Thomson or Black's Hollinger Inc. are admitting defeat, succumbing to the inevitable, scrambling to save themselves, etc., etc. You could say that, or you could bet on this: they'll change the nature of the Net a lot more than it changes them. Whether you like that depends on where you sit.

Right-Hand Man

By John Geddes

The moment must have been fascinating. Tom Long, the conservative backroom tactician, who has so often watched a politician he worked behind waste through a cheering crowd, was finally doing it himself. It happened last week in a banquet hall in Woodbridge, Ont., a suburban community perched on Toronto's northern fringe. Like everything Long does in politics, he chose the launch location for his bid to lead the Canadian Reform Conservative Alliance anonymously. This was the heart of the so-called 905 belt, a band of Toronto satellites named for their area code, and noted for their embrace of the Tory "Common Sense Revolution" that Long was instrumental in bringing to Ontario politics. Now, he declared, Canada needs a dose of the same tax-cutting, government-shrinking medicine—or

been so good," he admitted. "But they know in their hearts that Canada is not on the right road."

Before he gets a chance to convince Canadian voters to change votes, though, Long must capture the hearts of members of the Alliance. And for a man largely unknown—at least until very recently—beyond Harris's inner circle, that will be an uphill battle. His entry into the race has casually shaken up Joe Clark's troubled federal Tories, raising the spectre of a widespread Conservative defection to the Alliance. But while Long was drifting into the 905 party line last week, his main adversaries were trying to sew up the new party's core of Western support. Preston Manning, the former Reform leader and front-runner in this race, was attending low-profile coffee parties in British Columbia, while Stedwell Day, an ex-lawyer from his job at Alberta insurance, delivered a low and order speech in Abbotsford, B.C. Both camps suggested

Long's slick, angry debut raised the stakes. "The 905 will market in a conventional fashion campaign, but what we're in now is basically a membership drive," said Day's national co-chair, Alberta MP Joan Kenney.

Nobody questions that signing up new members, at \$10 each, is the real job at hand. There are now about 78,000 Canadian Alliance members, most previously Reformers. Some Alliance insiders estimate the ranks could double by the June 24 voting day. (If no last-minute candidate wins a majority on that first one-member, one-vote ballot, a run-off vote will be held on July 8.) Manning is widely thought to have the edge in support among current members. The question is whether Long can reel in enough Ontario provincial Tories, or Day attract enough new western voters, to seriously challenge Manning—and then cause away enough enervated western Reformers to deny their old champion another lease on political life. Day's credentials as a social-conservative pillar of Premier Ralph Klein's cabinet give him instant credibility in the West. But Long, a Toronto businessman who has won naming Harris's campaigns, is a rank outsider as what was the Reform heartland.

Backers of Manning and Day were careful last week in drawing attention to Long's vulnerabilities. Rather than going on the attack, they pointedly highlighted their candidates' attributes that contrast with the late entry's backroom-and-



Long, trying to woo the
franchise right and blue
Joe Clark out of the inner

from Gerald Ford. By the early 1980s, his success in nudging the campus Conservative organizations at the University of Western Ontario hard to the right had won him some notoriety.

He ran campaigns for Tory MP Pauline Browne, worked for 18 months in Prime Minister Brian Mulroney's office, and finally served as president of the Ontario party. But he made by far his biggest impression as chairman of Harris's winning 1995 and 1999 campaigns. Long was instrumental in conceiving the "Common Sense Revolution" platform—highlighting deep tax cuts and deficit reduction, among other things—that lifted Harris to power.

While undoubtedly a campaign war more distant, Long has a legitimate claim to popular notoriety. As president of the Ontario Tories, he put an end to the top-down tradition of duck-and-dodge at leadership conventions by shunting the old delegate-selection process and making Ontario's Tories English Canada's first one-member, one-vote party. And at last week's launch, Long affirmed his faith in the sort of grassroots democracy long advocated by Manning. Asked about his stand on abortion (Long declares his own view to be strongly "pro-life"), he suggested male-and-female MPs should be allowed to lead the way—even so far as a national referendum. "If Parliament were to have a referendum on this," he said, "I think that's what we should do."

But such controversial statements were overshadowed last week by Long's positive-toned economic message. Time and again he returned to the main theme: The Christian government has had "seven years to waste our money, not our prosperity," he said. "There can be little doubt that we are losing what is most precious—our standard of living, our quality of life." Because of the *nothing but* dream of talented young people, Canada's brightest "are only coming home at Christmas." And when he ventured into social policy, Long offered a vision not far from there. "It is not of economic life that we cannot have a first-rate health-care system," he said, "if we only have a third-rate economy."

But persuading voters in the 905 belt that economic issues are as bad as off duty could be tough. Around the Republic

the nation's prospects are grim. "The world is passing us by," Long warned. "In every way that matters to us we are becoming a poorer country."

Rarely has such a dire message been greeted by such enthusiastic applause. But, of course, Long's thing was a partisan bridge to his dark prognosis. The right-leaning true believers who guided the hull hope he can persuade voters that federal Liberal economic bungling threatens their families' prosperity—just as he helped Ontario Premier Mike Harris cultivate provincial voters' discontent with the economic records of successive Liberal and New Democratic Party governments. But can that trick be repeated? After all, Harris won the first of his two re-elections in 1995, following NDP Premier Bob Rae's struggle to govern during the slow recovery from a punishing recession. Prime Minister Jean Chrétien, however, is presiding over a prolonged boom. Long sees the problem. "The Canadians we need to reach have heard, and largely accept, that times have never

Ray-Sweet credentials. "Stedwell projects a real, believable commitment to grassroots populism," asserted Kenney. In the same vein, Manning's campaign chairwoman, Alberta MP Diane Ablonczy, said: "Commitment to grassroots decision-making has to come from the heart." And she added that the Alliance wasn't stand for the style of politics in which "bright lights in the back-room sell the peasants what to do." Ablonczy laughed when asked if she meant to imply that Long was that sort of operator.

There is no denying that Long's formidable reputation among political pros has been earned mostly behind closed doors. Born in 1958 in Sarnia, Ont., to a Canadian father and an American mother, he became active in right-wing politics in his early teens. In 1976, he even ventured into the United States to campaign for Ronald Reagan in his failed bid to wrest the Republican presidential nomination away

The question is whether Long can reel in enough Ontario provincial Conservatives to mount a credible challenge to the western candidates

Bequest & Conversion Centre, where Long pitched the need for "a U-turn towards prosperity," every road seems to lead to another huge housing development, a humming light-industry park or a gleaming new movie multiplex. In a driving tour of the area on the morning of Long's launch, Laura Jackson, the veteran mayor of Vaughan, gleefully pointed out all the new big-box retailers and chain centres—boasting that last year her municipality, a city of 180,000, took in Woodbridge and neighbouring communities, spent a record \$1 billion in new buildings. "We've never benefited like this before," Jackson crowed. And that sense of prosperity is hardly limited to Toronto's over-sprawling

as is over health care." Beddoog and his fans accuse with the prospect of running on the tax-cut package in Finance Minister Paul Martin's latest budget. That five-year plan aims to slash the average federal tax burden on families with children by 21 per cent—30 per cent if cuts in the previous two budgets are taken into account. As fodder for campaign rhetoric, at least, that doesn't sound so far off Long's pledge to cut federal taxes paid by a dual-income family of four earning \$50,000 by 35 per cent, or nearly \$2,000.

If the Liberals are pumped up to find off a challenge from the right, the federal Tories appear much more frail. Last week, embattled Conservative Leader Joe Clark lost one of his most valuable caucus members when veteran Quebec MP André Harvey quit to sit as an independent—without ruling out someday joining the Canadian Alliance. It was only the latest defection. Ontario Treasurer Ernie Eves, reputed to be a staunch supporter of the federal Tories, had already announced he would be backing Long, and a raft of lesser provincial Conservative politicians and operatives are signing up with the various Alliance leadership camps. The best Clark could do was to appeal to tradition and plead for time. "We have been a party far more than a century," he said. "We've been through some terrible times, and we've seen from those terrible times to form a government."

Splitting off what's left in the gut of Clark's splintering machine means at least as much to the Canadian Alliance as it does to the Liberals. In the last two elections, splitting the small-conservative vote with the Tories denied Reform the Ontario breakthrough. Manning tried to grow beyond his western power base. There were 26 Ontario seats that would have been lost to the Liberals in the 1997 election if the Reform and Tory votes were combined—17 of them claimed in the 505 gains. How many of those ridings are really ripe for the regrouped right is open to debate. Many Ontario Tory voters are the Liberals at their natural second choice. Still, Long embodies the Alliance dream of changing all that. As he moves from the shadows to the spotlight, the man who helped avowish Ontario politics under the Harris banner now wants to transform the national political landscape under his own.



Days: Manning (right) above has been accused of diverting attention to Long's gubernatorial bid.



suburban, national unemployment is at its lowest level in nearly a quarter century and Canada is projected to have the second-fastest economic growth rate among the world's industrial countries this year.

No wonder Liberals were quick to dismiss Long's flurry of economic woes as a non-starter with voters. MP Maurizio Beddoog, whose riding takes in Vaughan, noted that even the provincial Tories—whose science owes so much to Long—spend little energy these days attacking Ontario economic policies. "It's obvious that the Ontario Conservatives are not coming at us on taxes," he said. "They're coming

Remaking the CBC

Rabinovitch hopes to sell off property and eliminate commercials in newscasts

Facing yet another onslaught round of spending cuts and employee layoffs, the CBC's new president, Robert Rabinovitch, is looking to make revenues—by selling off buildings and monetizing assets (the CBC owns more than 100 radio stations across the country)—and refocusing the public broadcaster on things it can do well. Rabinovitch, 57, asked to Mackenzie editors in Toronto last week about his plans to restore the focus to CBC Radio, replace the commercial clutter on television, use the Internet to reach young audiences and revitalize the CBC as a vehicle for national understanding.

Mackenzie: You've talked about reducing commercials on TV. How can you do that when you're trying to show the government that you're fiscally responsible?

Rabinovitch: The reality is that we are going to lose commercial numbers no matter what because of audience fragmentation. I also think the clutter in television is so high now that a lot of advertisers are beginning to ask questions. One of the reasons I'm pushing for de-commercialization is I think it will change the look of the channel. We have to recognize that we are different from the private sector. And I think our only way to survive in the long run is to be distinctive, to stress quality. We will hopefully get out of commercialism in one area, the news, and we will experiment with different ways of presenting commercial. We may launch them, we may put on fewer per hour. We will limit the list, but it will be at least \$6 million.

Mackenzie: Do you see the national news budget increasing?

Rabinovitch: Absolutely—through re-allocation and putting the focus on what we do well and getting out of other things. We're looking very seriously at lighting out of local news,

Mackenzie: The CBC went the route before, to outrage from conservatives like Winona and Calgary. Rabinovitch: There is a small but very loyal audience, but the CBC version of local news is not a very good newscast. Even my son says, "I'll watch *Peter Dinklage* in Montreal before I'll watch your newscast; it's got a better balance and it gives me more local news." Then I turn on at 6:30 to CBS because I want a national newscast. "Well, maybe we can give you a mixed national-regional newscast which will capture a particular audience. And maybe if we get out of books and movies, we'll be able to have more bureau and pick up news from more areas in the country."

Mackenzie: In television, what do you see as your core priorities?

Rabinovitch: I would say news, documentaries, investigative journalism. I have to do a lot more on regional and Canadian stories. I think we have to do the PBS thing in terms of quality arts and entertainment programming. We may not win the audience war in any one hour, but I hope we will produce products that will win.

Mackenzie: There is a sense that the CBC is not doing as good a job as it once did as a national institution, holding the country together and selling Canadians what's happening in other regions. Rabinovitch: The national institutions are Mackenzie and us in terms of seeing this as a priority. I think you underestimate the role of *Newsweek*. Having said that, I think you're right. Our national coverage is not regionally sensitive. I don't believe it's one of having a station in every provincial capital. It's much more important to have a bureau, to have reports coming from those capitals, and making sure that they make it onto the national news. And if we do a combination-type newscast in 6 o'clock, making sure that it's available not only



Rabinovitch: concerned for the CBC's very survival.

within the region but between regions. Mackenzie: Are you still going to go after the daytime youth market?

Rabinovitch: We're going to go after the youth market through the Internet. We're developing a service which will be up and running within the next month or two, which we call, for lack of a better term, Radio 3 or R3. It is a youth-oriented service, based on music, on books and on anything, and it's very interactive.

Mackenzie: What are your thoughts about the mood of the country? There seems to be a lot less commitment these days to national institutions. Is there still a role for the CBC?

Rabinovitch: I'm concerned. I'm concerned about the very survival of the CBC. It's not without, in some that it will survive. With the choice of channels that we now have, a lot of people believe the CBC is redundant, it's done its job and it's history. I personally don't believe that.



Joe Clark's time of reckoning

No one should be worried if they can't get their tongues around the words "Prime Minister Long" just yet. Despite all the media insider chatter that greeted his entry into the Canadian Alliance leadership race last week, it is doubtful whether one in 20 Canadians knows who Tony Long is or what he stands for. All the arguments against him ring in the top of his head. It is terribly difficult to come out of the backwoods (where everyone is a "political genius") and onto the slippery ground of electoral politics. Prime Ministering has a huge head start in a leadership campaign that will be won on the back of the unglorious business of signing up new party members and ensuring they show up to vote. Long doesn't speak French. And there is that small matter of having helped mislead Brian Mulroney prime minister, hardly a sin but still not the kind of pedigree Long is likely to boast about.

Yet inside Ottawa, his entry opened cracks in a political landscape that seemed locked in permanence. The tantalizing prospect of upheaval is a good thing if you prefer your politics on the entertaining side, not so good if you are Joe Clark, who has to be overwhelmed by the turmoil now swirling around him. Clark had a brand new year by his measure, and his rocky career gives him quite a few to renege it against. His party is in full panic, its caucus confused and scared. Quebec MP André Harvey became the third member to quit under Clark (and the most significant—a fisher in many MPs and a veteran of the Mulroney years, he was instrumental in holding the caucus together in the dark days after Jean Charest got federal politics). The Tories are bleeding organizers to the Longcamp, with Ontario Trustee Ennis Eves, one of the strongest (oldest Tories in the Mike Harris government, running his friends in the federal party by endorsing Long).

Add to that Clark's usual walling, in this case his agonizing public 11-hour session over whether to seek a vote in Parliament, and the nervous can't get much worse. Nor the media's high hopes. The Long campaign may be assemblying the Liberals from power, but the first order of business is to take aim at Clark and wage him out. It is an unmovable attempt to banish his brand of Real Toryism. Even from the land, then it hurt into the Liberal party. If Long wins, the Tories will be left—pressed to do anything but use for peace. Corporate donations that now jar inside in would of but stop leaving the

party's \$7.4-million debt unsustainable and the pressure to merge inevitable.

Clark must move the party was always going to be difficult, but he has compounded it with coward and vacillating decisions. Much of what he has done can be charitably described as mysterious. He refused to seek a seat in Parliament, even though the Liberals were and remain prepared to put up only token resistance. He was so determined to court Quebec nationalist voters that he ended up criticizing the Liberal's popular and measured clamp bill, which sets out Ontario conditions for accepting the results of any future referendum. Tony MBB, whom he never consulted, were appalled.

He also strangely moved sharply to the political left. Clark first welcomed anti-free trade activist David Orchard into the party that gave Canada the free trade deal with the United States. And last January, just as the Liberals were getting crushed over reimagining public job creation funds, Clark went out and proposed a \$15-billion anti-poverty program. Nice idea. Losing money. The fury of the leftward lurch seemed to slowly sink in. In recent weeks, with the Alliance's start-up in full swing with the old post of minimum, Clark has tried to crowd back to the centre-right. He launched onto a corporate sector message. And he went to Alberta to defend Premier Ralph Klein's antipolitical bill to sanction some private medical clinics.

Good to be bold. But unfortunately, Clark neglected to prepare his caucus for his endorsement of the Klein experiment and they were predictably baffled in the prospect of being seen to side with those who would tamper with healthcare. So while Harvey has yet to explain why he belated the caucus ("I had the impression my work was unclear," he said Quebec edition), the more relevant question is why the rest say

Clark could still catch a break, of course. A Manning victory would brand the Alliance as little more than Reform in sheep's clothing, which is why the dwindling band of Tories just daily for that outcome. But the party's future has never looked so dimmed. Clark constantly invites his party's long history, arguing that Canadians will never allow something so woven into the national fabric to disappear. But a turbulent world leaves little time for sentiment. A few more weeks when Eves's exit under, but people don't want them away and moved on. The Tories had better not count on non-volunteers to fight Tony Long. History will not save them.

Prison time for Ludwig

Convicted gas-well bomber Wilko Ludwig was sentenced to 28 months in jail by Justice Stephen Sankin of the Alberta Court of Queen's Bench, after being found guilty of two counts of mischief and three explosion-related charges. His co-accused, Richard Bonner, was sentenced to 21 days on one count of mischief.

Plodding good citizenship

As part of a proposed code of conduct for Ontario students, Education Minister Janet Ecker announced that come September, children will have to recite the Oath of Citizenship. Ecker says pledging allegiance to the Queen will "show respect for our country." The code of conduct is part of a Tory campaign promise to make schools safer.

Teen stabber in court

The 15-year-old boy charged with stabbing four students and an instructor at Cautley-Watson Secondary School in the Ontario suburbs of Orillia on April 20 attended court for a bail hearing, which was put off for a week. The Crown is expected to ask for a psychiatric assessment before the accused returns to court.

Natives denied dental care

Federal government doctors withheld specialized dental care, such as professional cleaning and treatment of decay, for aboriginal children living in eight residential schools in the 1940s and 1950s to see what the effect would be on their health. The director of the study, Dr. L. B. Pett, said last week that students' teeth and gums were in terrible condition to begin with, and that delaying treatment did not create more decay, but helped keep the study's results accurate.

Killer pleads guilty to murders

Michael Wayne McGray, who is serving a life sentence for the murder of a Moncton, N.B., woman, but claims to be Canada's worst serial killer, pleaded guilty to killing Morrisville Robert Aubrey and Gustav Erber in 1991. McGray also has a May 9 hearing in Saint John for the 1987 stabbing death of co-killer Mark Gibbons.



Saying goodbye to Bjossa the whale

The most popular exhibit at the Vancouver Aquarium is closing. Bjossa, the last orca in the killer whale pool, is being moved to a Sea World in the United States. The 23-year-old whale is leaving because she couldn't find a replacement for her late companion, Kiska, who died in 1997. Once Bjossa has been transferred, the aquarium will no longer display five killer whales.

The twisted saga of Karla Homolka

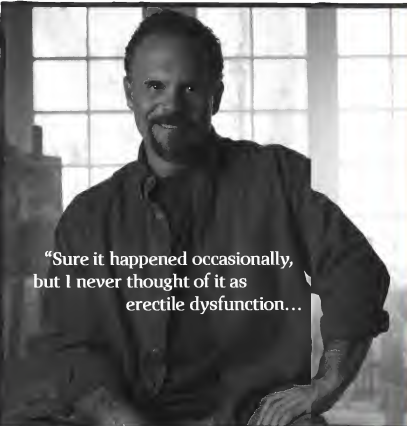
After the murders of northern Ontario schoolgirls Leslie Mahaffy and Kristen French, Paul Bernardo and Karla Homolka behaved their house was haunted. That evidence is contained in transcripts of legal questioning of Homolka, released last week at the observation of justice and of Ken Murray, Bernardo's first lawyer. Homolka told Murray's associate that, among other things, she and Bernardo heard thumping sounds in their bedroom where some of the atrocities occurred. To help get rid of possible spe-

cial Homolka said, she called in a psychic named Lori, who suggested placing antennas down the drain.

Those transcripts were from an interrogation in 1994—about a year after Homolka and the Crown agreed to the infamous plea bargain that gave her a 12-year manslaughter sentence in exchange for testifying against Bernardo. That agreement was reached while Murray was holding out videotapes, found in Bernardo's home, that depicted Homolka and Bernardo as crimes. Murray says he planned to use the tapes in Bernardo's defense. They show Homolka as a willing participant in the assaults and not a victim, as she claimed.

A prison escapee hopes for clemency

Facing extradition, Allen Richardson, who escaped from U.S. custody 29 years ago and fled to Canada, is attempting to serve the rest of his sentence. He hopes that by voluntarily going back, U.S. authorities will grant him for less than the two years and five months he has remaining for selling \$20 worth of LSD to an undercover police officer in 1971, when he was 21. Richardson, who works as a lab technician at the University of British Columbia, wants to finish the ordeal so he can be reunited with his wife, Arnela, who has had breast cancer.



"Sure it happened occasionally,
but I never thought of it as
erectile dysfunction..."

... these days,
I don't think of it at all."

"When I began having problems I didn't want to admit there was anything wrong. I blamed it on my work, fatigue... even my partner. Besides, erectile dysfunction was something that happened to other, older people.

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Fatal Famine

Millions of people are facing starvation in the Horn of Africa

By Stefan Lovgren in Ethiopia

Shagri Farah cradles her 10-month-old son, Kirt, rocking him from side to side and brushing the flies from his face. The baby's skin hangs on his fragile bones; there is little more than a flicker of life in his eyes. Last month, Farah, who is living in a shelter in the city of Gode in southeastern Ethiopia, lost a daughter and is now preparing herself for the death of her son. She is not alone—once again, millions of people across East Africa face starvation. Dead cows litter the barren, windwept land where survivors, their faces gaunt and their stomachs swollen by lack of food, tell stories of

flood-flooded her baby daughter, the formula drips down the little girl's chest. The baby's eyelids flicker, and, hearing death she drops her head—just as an aid worker directs another woman to a mat where a child had just succumbed.

United Nations officials first warned of the impending famine last year, when the rains did not arrive for the second time. Since then, food aid has been slow in coming—an odd parallel with the famine of 15 years ago that killed nearly one million people in Ethiopia. Aid organizations have accused donors of dragging their feet, just as they did in 1984 when relief efforts did not kick into full gear until television broadcast the tragedy and millions begged at the world's conscience with the poignant songs *Do They Know It Christmas?* and *90 Are the Old*.

Another 15 years ago, violence is also complicating aid efforts. Ethiopia has been fighting a 23-month-long border war with neighboring Eritrea. The fighting has killed tens of thousands of soldiers and cost Ethiopia an estimated \$1 billion. Even with widespread starvation looming, the government last year tripled its defense budget to \$700 million. "They shouldn't be fighting a war over a small patch of land when their own people are starving," says John O'Shea, the head of Gaid, an Irish aid group in Addis Ababa, the Ethiopian capital. "It's a savage war and it's taking a lot of resources away from the aid effort."

Donors, particularly some European nations, have been reluctant to make good on their pledges of aid, partly for fear of it being diverted to the battlefield. But as images of children reduced to skeletons reach Western television screens, donors are also aware they run the risk of appearing callous by withholding aid. Most are now stressing that the military and humanitarian situations are separate—and are loosening their purse strings while exhorting Ethiopia to end the hostilities. But the Ethiopian government makes no apologies for



Faces of despair: a woman cradles a hungry child

death and disease. First the child died, then the children became sick and perished in what they say is the worst drought they have ever seen. "It is up to God now," said Habiba Abdi Ibrahim, another woman in Gode who had just buried her own children. "It's our only hope."

The Horn of Africa is being devastated by a series of crop events—both natural and man-made. In many parts of northeastern Africa, the spring rains have not arrived for three years—triggering massive crop failures and threatening almost 16 million people with starvation. Thousands have already died, about 400 people are now dying each month in Gode alone. Wars in the region are preventing the delivery of food; in some places, men with Kalashnikov rifles, pursuing tales of starving holes, hunt down people dying of thirst. Norcous, many little more than wandering skeletons, walk for days in search of relief workers with food. Others sit, exhausted, and wait for death to find them.

Children are the first to die. At a makeshift shelter in the town of Densu, 110 km southeast from Gode, mothers holding their malnourished children stare blankly into space. The children are often too sick to eat. When one mother tries to



Endangered: Ethiopian women cry for help

continuing the war. "We do not believe that projecting a girl's sovereignty," says Meles Zenawi, Ethiopian prime minister, "is a luxury for the rich alone."

Canada, which recently committed \$46 million to the Ethiopian aid effort, intends to ensure that the 24,000 tonnes of food and medicine it supplies reach those who need it. Maria Miron, minister for international co-operation, said that when the aid arrives, it will be turned over to the United Nations and leading relief organizations like Oxfam for distribution. To ensure that it does not fall into the wrong hands, Miron and Oxfam will go one step further. "We plan to hire monitors to make sure the food is delivered to those it should go to," said Miron, who spoke to Montreal from Senegal where she was attending an education conference last week. "So we will follow the grain to the people."

Aid agencies say they need about one million tonnes of food to deal with the current crisis. International pledges currently stand at 800,000 tonnes, a very significant increase from a month ago when they stood at only 400,000 tonnes. And Miron is hopeful that enough food will get through to slow the growing humanitarian disaster. "We are ahead of the curve," she said, "and this is why we are shipping now."

Delivery, though, is bogged down in a logistical nightmare. Landlocked Ethiopia has dismissed an Eritrean offer to use Asala, Eritrea's main port, to receive shipments. Aid will have to be taken through a port in the neighbouring country of Djibouti, which is capable of handling only 150,000 tonnes per month—much less than Asala. Canada will spend \$250,000 as part of an international effort to upgrade the port in Djibouti, but roads into Ethiopia are in terrible shape and it could still take months to get food to the people in greatest need.

Violence is also slowing food delivery in other areas of east Africa. In Somalia, where 4.5 million people are at risk of starvation, fighting between rival militias has resulted in the suspension of emergency food supplies. In Sudan, 1.7 million people are facing starvation, but because of the country's protracted civil war, relief is not getting through to some areas. Ethiopia, meanwhile, is fighting the Oromo Liberation Front in the country's southern region. And there are now fears that the drought

will get worse, with weather forecasts indicating that this year the rains will fail to arrive once again. And that will surely lead to more death by starvation across the region.

With Tim Fessenden in Toronto

A starving land



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Fallout from the Elsin case

Miami police Chief William O'Brien resigned amid turmoil over what some city police played in the raid in which federal officials seized Cuban refugee Elsin Gorrilla. Miami Mayor Joe Carillo ordered his city managers, Donald Winkler, to fire O'Brien for failing to tell him when the raid was about to take place. When Winkler refused to do so, Carillo dismissed him. With a showdown between the mayor and city council looming over the case, O'Brien resigned, saying the "hustling has to stop in Miami."

Mixed signs in Zimbabwe

Clergyman Hama, leader of the land occupant movement in Zimbabwe, ordered his followers to end the violence plaguing the country. But the next day, he and 2,000 supporters demonstrated to denounce the country's opposition. For people, including two white farmers, have died in confrontations as victims of Zimbabwe's war of independence have moved onto white-owned farms. Britain has offered \$85 million to buy disputed land and distribute it to blacks—but only when the violence ends.

Porn star's lovers guilty

Former Wall Street executive James McDermott was convicted of giving insider information on bank stocks to his former lover, Canadian-born porn star Karlynn Gannon. A Manhattan jury found McDermott and co-defendant Anthony Pomponio, a New Jersey businessman who was discredited with Gannon, guilty on seven of eight counts of securities fraud. U.S. authorities are trying to extradite Gannon.

Aworthy lashes out

Canadian Foreign Affairs Minister Lloyd Axworthy came out swinging against Washington's plans to proceed with a North American missile defence system. Speaking at a UN conference on nuclear non-proliferation, Axworthy said Canada's security interests would be best served by arms control—and that the U.S. plans would contravene the Anti-Ballistic Missile treaty signed by the Soviet Union and the United States in 1972.

World Notes

Drugs and death in Vietnam

In the end, all the protests and pleas made no difference. Last week, a Vietnamese living squad gassed and blindfolded a Canadian mother of two and executed her for drug trafficking. Nguyen Thi Hiep, 43, had been sentenced to death in a Hanoi court in 1997 after she and her mother, Tran Thi Cam, were arrested the year before for smuggling heroin. Tran, 75, was sentenced to prison, where she remains. Nguyen, who was born in Vietnam and became a Canadian citizen in 1982, always maintained their innocence.

Meanwhile, supporters in Canada, believing the two were unsuspecting mules for an organized drug ring, lobbied on their behalf. They persuaded both Prime Minister Jean Chrétien and U.S. President Bill Clinton to plead for clemency. And in fact, the Vietnamese government agreed to postpone the execution last November and receive new information from police in Nguyen's home town of Hanoi. Then, without warning, the Vietnamese went ahead with the execution, leaving Nguyen's family devastated.

"I hate the Vietnamese government because they broke their promises," her youngest son, Tu Le, 21, told a Toronto news conference. "They are so cruel!"

Canada's reaction was immediate. Foreign Minister Lloyd Axworthy said the two countries could not conduct "business as usual." Ambassador to Vietnam Cécile Larson, who was in Canada when the execution took place, was withdrawn to Ottawa indefinitely. Axworthy, who was in Ghana last week, also said Canada was withdrawing its offer to help Vietnamese officials in their efforts to join the World Trade Organization. Hanoi, however, remained unapologetic (Vietnam, when trafficking as little as 100 g of heroin is punishable by death or life imprisonment, has sentenced



Toronto relations, Nguyen (below) grief

57 people to death as far this year for drug offences.) Vietnam's ambassador to Ottawa, Trinh Quang Thanh, said his country was free to punish Nguyen according to its laws. "It is not that we are not human," he said. "We have to uphold the law or things will break apart uncontrollably."

The Nguyen family's tragedy began to unfold on April 25, 1996, when the seamstress and her mother were arrested at Hanoi airport after customs officials found 5.5 kg of heroin inside five leather purses they were carrying. The women originally said a

stranger had given them \$100 to transport the artwork to Canada. Nguyen later said a man named Hien had asked her to bring the paintings to Canada and deliver them to Phai Van Hien, a friend of her husband. Two Toronto policemen, Det. Carl Noll and Const. John Green, saw nothing sinister in another investigation. In that case, a woman returning from Vietnam had been arrested at Toronto airport after heroin was found inside four paintings also intended for Phai. As a result of her testimony, this was sentenced to 14 years in prison.





The program: selling newspapers in bulk like this

with selling the papers. The plan at the moment is to unload as many of the smaller community-based papers as possible—papers such as the *Victoria Times-Colonial*, the *Kingston Whig-Standard*, the *Charlottetown Guardian* (there are 51 Canadian dailies on the block). Hollinger would like to keep the large metropolitan papers in Vancouver, Calgary, Edmonton, Ottawa and Montreal, and the *National Post*—and position them better for Internet purveyors. Britain's *Daily Telegraph* is "definitely a keeper," says Adenauer, and "we'll be very reluctant to sell the metropolitan papers or the *National Post*. But we certainly look at any serious offer. We think it is time to transform the company seriously."

Realistically, Hollinger expects to sell about half the community papers up for grabs and has set a three-month timetable for offers. That could net the company about a billion dollars, enough to make a serious down payment on its \$2.4-billion long-term debt and improve the share value. Hollinger International Inc. stock rose on news of the sale, settling at \$12.65 (U.S.) by week's end—and down from \$15.64 a year ago. Black has long argued that his company is undervalued. Every paper but the star-up *National Post* makes money. It lost \$44 million last year, but the proprietor promises to have it in the black by December. An unassisted amalgam of the first round, Conrad Black is a firm believer in the power of press. But assuming to reject Hollinger's electronic prospectus also means transforming Canada's newspaper landscape.

Beginning with the 1966 purchase of a decrepit Quebec weekly, the *Knowlton Advertiser* (circulation about 300), Black, partner Peter White and later David Rudler have built—through leveraged takeovers, tough-minded business practices and intellectual forays—a newspaper empire like no other. Hollinger's 58 Canadian dailies each make more than 60 per cent of the country's newspaper revenues. The company is a dominant player in British Columbia, Alberta, Saskatchewan, central Ontario and parts of the Maritimes. And it is transforming itself in step with other big chains—Thomson Corp. announced in February it would sell all its newspapers. *The Globe and Mail*, Quebec Inc., which owns the *Star* chain, and *Torstar Corp.*, which owns the mainstream *Toronto Star* among others, are also investing heavily in

OTTAWA CITIZEN
It's nobody's business



Hollinger International Inc.

Chairman and CEO: Conrad Black

Newspapers: 77 daily and more than 300 community papers in Canada, the United States, Britain and Israel

Key titles: *National Post*, *Ottawa Citizen*, *Chicago Sun-Times*, *Daily Telegraph* (Britain), *Jerusalem Post*

Major Web sites: *Canada.com*, *Electronic Telegraph*

1999 operating revenues: \$31 billion

1999 profits: \$364 million

1999 long-term debt: \$2.4 billion

PHOTO COURTESY OF HOLLINGER

the Internet. That leaves the newspapers would open to a host of new marketing means.

Already, flamboyant author *Barry Morse* is trying to put together a community group to buy his local paper, the *Port Hope Evening Guide*. From Hollinger: The Irving family in the Maritimes are said to be interested in papers in their backyard. Quebec will kick tires in the West. *Torstar* is expected to cherry-pick some of the more high-profile Ontario dailies. Adenauer and others suggest pension funds might be lured into becoming minority shareholders because of the steady revenue flows (Hollinger's Canadian holdings, including the *Post*, posted 24 per cent raw earnings on revenues last year). And there are a spate of small weekly publishers in British Columbia and Ontario who might want to step up into another league. "This is all back to the future," says Carleton-Dominion. "That's how Hollinger got started. They'd buy a weekly and turn it into a daily by hiring one man per page."

What the future might bring for Hollinger is another story. If this is strictly a stock play, it comes at a time when the market is all over the place trying to determine the relative values

of the old and new economies. And Hollinger's Internet strategy does not seem nearly as well thought out as some of its rivals'. Moreover, for instance, has a clear plan to sell high-quality database information to doctors, lawyers and other top payers? Hollinger, so far, has made only a series of minority investments in third-party companies like U.S.-based *Book.com*, a little-known electronic auction house. Hollinger has developed a high-quality news Web site, *Canada.com*, and seems to want to marry this with a stronger home or home. But in Internet terms, news Web sites are a click a dozen.

Worst-case scenario: the community papers don't find the price Hollinger wants and the Internet plan is slowed—the stock price goes back to where it was before, says analyst Bill Winkler of *Dundas Securities Corp.*. "In this is not a high-risk strategy," Hollinger's Adenauer says if the price isn't right, the papers will be welcomed back into the fold. Hollinger loses newspapers, he says. "We just seem to have accumulated more than we ever dreamt we'd have."

With Patricia Chisholm in Toronto

A Strategic Retreat

Saddled with debt, Conrad Black puts newspapers up for sale and seeks to embrace the Internet

By Robert Shoppard

No one expected Napoleon to retreat from the ripples of Russia, or Conrad Black to dispossess himself of the newspapers he has spent most of a lifetime acquiring. But there he was last week—Black, not Napoleon, so when he is sometimes compared—suddenly offering to shed as much as half his huge publishing empire in order to expand more deeply into the Internet. What astounded observers was not so much the number of newspapers on the block—as many as 55 small dailies, 65 weeklies and 200 specialty publications in Canada and the United States. Rather, it was the casual, un-Black-like way in which the globe-spanning Hollinger empire was being dismantled. Almost like a garage sale

"Will he sell the jewels in his crown?" London's *Daily Telegraph*, the best-selling broadsheet in Britain, the *Jerusalem Post* or the fiery *Chicago Sun-Times*? What about the paper *National Post*, his pride and joy in Canada? Probably not, and Black in a telephone interview with analysts at the end of the week. But investors are invited to look the tires in any event, particularly if they are interested in some sort of "strategic electronic alliance" or Internet partnership.

Big-name players like Rogers Communications Inc. or BCE Inc., which recently bought CTV, have been bruised about as possible Web partners. But neither were particularly interested. And the approach itself has baffled observers. "Is this a business plan or a cry for help?" asks Christopher Dennis, the director of the school of journalism at Carleton University. "If you want to boost your stock price, you don't up and shut down some money men in, please!" You want to do the do-it-yourself deal behind the scenes and then announce it with public fanfare, to the market applauds."

What exactly is for sale? "We truly don't know," says an affable Peter Adenauer, a Hollinger vice-president charged



Nasdaq's French (left) and John Wolf (third from left) with Landry and Bouchard, a day

Tale of two cities

Toronto worries as Montreal links up with Nasdaq

By Deirdre McMurphy

When the formal announcement finally came, it was no great surprise. It had been rumored so securely often for some time that Quebec's open distribution with the recent reorganization of Canadian stock exchanges would transpire in a matter of days. And last week, therefore, became clear. Premier Jacques Charest and Finance Minister Bernard Landry proudly revealed they had cut a deal with New York City's Nasdaq exchange, allowing it to establish a northern headquarters in Montreal.

But Montreal was not supposed to be a competitor—for the CDNX, or any other domestic stock market. In fact, a greater degree of co-operation among the exchanges was intended to encourage Canadian securities business, making it more efficient and reducing overhead. To that end, the CDNX was created by a merger of the Alberta and

Vancouver stock exchanges in November. Toronto became the "big board" for large corporations stocks and Montreal turned into the home for derivatives and options trading. Gradually, it was formed all of its major listings to Toronto.

Quebec officials—in particular Landry and the powerful 880-billion public-sector pension fund, the Caisse de dépôt et placement du Québec—were clearly troubled by what they perceived to be a demotion in status, and a slap at the prospects of economic sovereignty. The case, for example, has long had a practice of forcing all trades for its accounts through the Montreal exchange. "The deal with the Nasdaq has to be politically done—because it was not driven by any business considerations," says Duncan Stewart, a portfolio manager with Toronto-based Terra Capital Corp.

According to Hogg, the central shape and impact of Nasdaq North is still unclear—although it won't have a major effect on Canadian investors, who already have access to the exchange. Hogg notes that Canada's securities regulators have just completed draft regulations for new exchanges meeting Canada,

And he points out that the matter of clearing and settling stock trades is also yet to be resolved. In fact, Nasdaq is not expected to be opening in Montreal until late this year or early next.

In this period, it's generally accepted that the Toronto Stock Exchange will be scrambling—because it's the most likely to suffer at the hands of the American competitor. But in reaction to the news was, typically, the scramble. A TSE spokesman insisted the exchange could still cut its own deal with Nasdaq. And TSE chairman Don Sullivan publicly denied that a partnership with the New York Stock Exchange might be in the works. "There's no question that a real concern for the TSE," says Fred Kozlowski, head of equity trading at Scotia Capital Inc. and a former TSE chairman. Although Kozlowski says the TSE has had an overly negative spin for its computer problems, he concedes that the frequent, disruptive crashes have "contributed to a widespread perception of weakness and ineptitude."

Currently, the TSE tends to lose the most from Nasdaq because it is at the top of the domestic securities food chain. Start-up companies initially list on the CDNX, then use their rights as listings in Toronto or on the Nasdaq as they grow. But the Nasdaq looks increasingly attractive to Canadian companies. The Montreal branch will eventually offer easier access to the deep pools of liquid capital in the United States. And Nasdaq offers global reach, having begun an expansion into Asia and Europe with big prices for round-the-clock international trading.

Hogg's vision has not worried about the impact of the Nasdaq's arrival on his CDNX. But, "if they compete with us that's OK—there's nothing wrong with competition as long as there are clear rules in place and Canadian investors are protected." Still, if Canadian investors think the Nasdaq's notorious volatility is a troubling note, just wait until domestic politics is factored in. ■

Washington



Andrew Phillips

The 'Maalox market'

Nasdaq's snazzy new "MarketX"—the one with the world's biggest video screens—opened to the public on March 1 in Manhattan's Times Square, and the sign says tickets are \$7 (U.S.). But inside you find they've cut the price to \$5, which, when you think about it, is only five cents. It's worth noting that a 28-per-cent discount—about the same amount that Nasdaq stocks are down from the peak of such frenzy in mid-March.

Nasdaq, of course, has become the symbol of what's been called the "Maalox market," the gut-churning gyrations that send its composite index of some 5,000 stocks shooting up or down by four and five percentage points a day. It was up a full 11.1 per cent for the year ending March 9, the day it closed for the first time above 5,000—and became code for easy money. It seemed almost as quickly that the cult of Nasdaq contrived. People who a few months ago were only vaguely aware that Nasdaq has something to do with technology stocks, and still aren't quite sure what it stands for, suddenly found themselves selling in panic several times a day. (For the record, it's short for National Association of Securities Dealers Automated Quotation system, after the association of traders that set it up in 1971 as the first stock exchange run totally through a computer network.)

Canadians will soon be able to join in the obsession themselves following Nasdaq's agreement with Quebec, but we'd like to create Nasdaq Canada in Montreal. So while we're getting ourselves used to the new thing, an exchange with a flair for publicity: The Times Square MarketX, with its amazing-grabbing-eight-story video screens, is basically an advertising device. If given Nasdaq a show window in the world's premier public square, and a studio for television's ever-growing army of financial squibs (between CNBC, CNN, Bloomberg TV and dozens of others, 125 live broadcasts, worth an average of thousands of dollars in five minutes, go out every day).

The 500 or so regular folk who troop through every day are sometimes disappointed that there isn't any actual stock trading going on. They'll do some on computer screens in brokers' offices, powered by 68 mainframes around the country controlled from suburban Trumbull, Conn. For their \$5, visitors have to be content with a video and a cool computer game that tests their investing skills against market averages

The point is the capital of global branding is simply to be there—across Broadway from the Wiener Bros. Steak 'n Sausage and a stretch throw from Disney, MTV and Virgin Records.

It's all part of the fight between Nasdaq and the venerable (some say still) New York Stock Exchange for the title of premier financial market. Real live human beings still trade stocks at the NYSE, though even there almost half of all orders are now done through computers. Nasdaq trades its reputation as a more innovative exchange, more welcoming to new companies looking for investment capital. That made it attractive for high-tech firms that started up in the 1970s and '80s. Some of those companies—the Microsofts, Ciscos, Oracles and Intels—became the stars of the new economy.

As they grew, so did Nasdaq—to the point where it surpassed the NYSE in trading volume in 1994.

Nasdaq has survived along the way. In 1996, it was rocked by a pricing-frenzy scandal and lost ground to the NYSE and other competitors. But in 1997 it named a new chairman, Bill Stern, former Frank Zappa, who cleaned house and launched his plan for global dominance—with Nasdaq Japan debuting this summer and signing talks to launch a European operation.

New as dealing with the problems of success. Trading volume has grown so quickly (more than two billion shares a day have changed hands on 10 days this year) that computers are running in laps. That forced it to alter next year its plan to start trading stocks in decimals rather than the quart system of quoting them in eighths of a dollar. Moreover, all established exchanges, including Nasdaq, face a challenge from a new generation of automated trading systems called ECNs, or electronic communications networks.

And, of course, the aura of invincibility that surrounded stock markets has been shattered with the Nasdaq's unprecedented one-week drop of 23.3 per cent in mid-April. The significant financial shock of 1999 was arguably Dow 36,000, which forecast almost unlimited increases in stock values. The first hit of the new century hit Alan Greenspan's famous disclaimer of global U.S. events to give a much more sober assessment: *Imagined Endgame*. Nasdaq flourished in the age of stock-market mania, irrational or otherwise. Now it has to show it can perform on the morning after.



Nasdaq features traders, first growth



Oil goes corporate

Not so long ago, the Canadian oilpatch was antithetical when it came to colorful characters. The industry's combination of risk, reward and low barriers to entry attracted a group of independent wildcatters. And Canada's western wildernessy terrain was an oil-and-gas-rich playing field for them.

Along with the personal brawn and heat of controversy prices, these larger-than-life guys and personalities occasionally contributed to the industry's bouts of market volatility—especially among the junior and intermediate companies. There was Dallas Henderson III, whose many anecdotes included one about talking himself to the east of his boat on a stormy sail to Hawaii; Jack Perce, a co-founder of Ranger Oil Ltd., who used a helicopter for the commute between his Warner Valley cattle ranch and his Calgary office; and Al Martin, the high-flying president of Petro Petroleum Ltd., which owned a custom corporate jet and an upscale Alberta hunting lodge.

But the industry's cast of characters has gradually been replaced by a more bloodless troupe of lawyers and accountants. The notable exceptions are the play-riding J. C. Anderson, of Anderson Exploration Ltd., which recently acquired United Petroleum Ltd. from a rival American bidder, and, until his boardroom ouster, J. P. Beynon of Gulf Canada Resources Ltd.

One of the principal reasons for this change of the guard is that large, powerful institutional investors don't like surprises. They reward consistency, predictable performance and low operating costs—which means no corporate jets and no hunting lodges. Another factor is the recent round of consolidation among the once-uberant junior and intermediate players.

The steady pace of these mergers and acquisitions reflects the maturation of Canada's oil business and the western oil industry hub. In fact, after the United States, Canadian conventional western oilfields are now the most depleted in the world. In the early 1990s, junior companies made a heavy meal of these geological scraps. They deployed the latest technology, including horizontal drilling, three-dimensional imaging and enhanced recovery, to drain the basin's depths. But as that process has been completed, smaller independents have joined forces with larger companies to pool remaining reserves and branch out into costly foreign and heavy oil projects.

Another engine behind the drive to consolidate is that capital is in extremely short supply. Even as world crude oil prices soared to near-audacious highs in the first quarter of this year, the share price for oil companies languished. Typically

in that time, the trade traded at just over three times cash flow, well below the previous decade's average of around seven times. "A lot of it is the fact that everyone wanted to own some jazz-high-tech play at the hot new dot-com," explains veteran industry analyst Duncan Matheson of Scotia Capital. "Oil is just way out of style."

As a result of that fall from fashion, the oil companies have actually declined in their weighting within the Toronto Stock Exchange's 300 composite index. In 1997, they accounted for 14 per cent of the index value. That has since declined to seven per cent, and even within that total, two per cent comes from four ungraded oil firms and one per cent involves oilfield drilling and service ventures.

But there's another compelling reason for the cold shoulder from investors: the oil industry's relatively modest return on capital. According to Matheson, about \$15 billion was invested in Canada's oilpatch in the past 10 years. The average rate of return has been about four per cent.

So, in order to turn in more economic performance, consolidation has become the order of the day. Higher crude prices and the soft Canadian dollar are also driving the trend. With the differential in currency values, Canadian companies represent a cheap source of resource growth for American oil and gas firms. Furthermore, many of the large domestic companies are awash in cash because of the recent oil price boom. Imperial Oil, for example, realized an average price of over \$37 a barrel in the first quarter of 2000 and its net earnings jumped by 750 per cent. After buying back shares in the market and paying down debt, the only other option is to grow by swallowing smaller fish or, as in the case of Suncor, betting all on big-oilcracker megaprojects such as upgrading the heavy-oil sands of northern Alberta.

Although the cost of Suncor's Project Millennium at the oil sands at Fort McMurray is already exceeding initial estimates, it's hard to argue with production costs that will average well under \$10 a barrel. And it's equally hard to dispute the sensible, incremental approach to such developments.

As the junior companies continue to be gobbled up, it's clear that the future of Canada's energy industry will no longer be determined by flamboyant characters over long lunches at the Peninsula Club. Their spirit and appetite for risk has served its purpose. Now, their legacy has fallen into the responsible hands of professional managers with sharp pencils and a penchant for black ink. It may provide a more stable climate for assessment, but there's no denying that the occasional splash of red ink was always good for colour.

Microsoft's fate

Following a recent ruling that Microsoft Corp. violated U.S. antitrust laws, the U.S. justice department asked a federal judge to approve a proposal to split up the software behemoth. The proposal would create two companies, one that develops and sells Microsoft's Office software and another that owns and markets its Windows operating system. Both companies would have rights to Microsoft's Web browser, Internet Explorer. Shareholders would get stock in both companies, while officials like chairman Bill Gates would get shares in only one. Microsoft executives still reply to the proposal, and appeals could take years.

Interest rate fears

U.S. interest rates are expected to rise by at least one-half of a percentage point later this month. But the Bank of Canada may not follow suit as it usually does, because of signs that Canada's economy is starting to slow after 18 months of steady growth. Recent figures showed declines in retail sales, manufacturing shipments and gross domestic product. Failure to raise rates in Canada could lead to continuing declines in the loonie, so investors seek better returns south of the border.

Sprint not for sale

Call-Net Enterprises Inc., which owns Sprint Canada Inc., has reversed a decision to sell the company after trying for six months to find a buyer. The company said it may sell some of its other assets, such as real estate. Analysts say Call-Net needs funds to finance its transformation into a full-service telecommunications provider.

MP3 copyright conviction

A U.S. judge ruled that MP3.com Inc., the Internet company offering free music online, is guilty of violating record company copyright. The world's largest record labels, which filed the suit against MP3.com in January, applauded the decision by district judge Jed S. Rakoff. San Diego-based MP3.com, meanwhile, said it plans to continue operating as usual and will appeal the ruling.

A roasting for Matthew Barrett

Even Matthew Barrett's failed Irish charm failed to blunt shareholders' ire at the annual meeting of Barclays Bank in London. Speaker after speaker rose to roast Barclays' newly crowned Canadian chief executive, lambasting Barrett for his generous salary as well as his recent decision to shut down 171 bank branches in small villages across Britain. The rebuke cut off all came from Jesse Birnbaum-Thomas, 88, who ousted Barrett, former chairman of the Bank of Montreal, to put his hands together as if in prayer when he dubbed him "the Montreal mauler." In the widow's view, Barrett had brought a "stigma of shame on the name of Barclays." The \$3 million Barrett received for his three months' work last year, she declared,



Barclays' chief shutting 171 branches

was nothing short of scandalous.

Barclays chairman Sir Peter Middleton was quick to leap to Barrett's defense. "First-class people," he said, "came with a price tag." Middleton also noted that Barclays has arranged for local post offices to act as its agent in former one-bank villages. Barrett, looking chagrined, promised, "We must do better." Shareholders later approved a lucrative new executive compensation scheme.

Air Miles links up with Air Canada

Air Miles loyalty program customers will now be able to redeem their accumulated points for travel on either Air Canada or Canadian Airlines. Before the merger of the country's two largest airlines in January, Air Miles points could only be used on Canadian. However, American Express and users were not as lucky: Amex said last week it no longer has a deal with Canadian allowing its cardholders to redeem their points on the Calgary-based airline. Instead, Amex will offer its reward program customers a range of other travel options.

Financial Outlook

The average Canadian employee earned \$632.42 per week before taxes, according to February numbers released by Statistics Canada. That is 2.8-per-cent higher than a year earlier and just a touch larger than the 2.7-per-cent increase in the inflation rate. Workers in the mining and oil industry were the best paid, on average, at \$1,355.10 per week, while service sector employees had the worst pay. The average retail employee made only \$373.89 weekly.

A week's work

Average weekly gross pay for all employees (including executives) selected series for February

Mining and oil work	\$1,355.10
Communications and utilities	\$1,051.15
Manufacturing	\$771.12
Public administration	\$762.55
Construction	\$721.28
Health and social services	\$684.47
Retail trade	\$373.89

Among the 16 industry groups that StatsCan tracks, workers in forestry enjoyed the largest earnings increase—10.7 per cent. Salaries fell in only two sectors: wholesale trade and the real estate and insurance agency group.



I Am Single

More Canadians than ever before are choosing to live alone—and liking it

By John DeMont

Irma McCue still remembers how alone she felt back in 1971 when she separated from her first and only husband. But that was so long ago. Nowadays, the bubbly, mid-50s blond is a symbol of all that's good about the single life: a former small-business owner, she headed to design school in her 40s and now works as an interior decorator for a Calgary home furnishings store. Her two daughters and one son are grown now, and she has the time and money

to travel and to enjoy the company of a wide circle of male and female friends who share her passion for fine dining, live theatre and jazz clubs. She is currently seeing a man who is 15 years her junior, and while she says she is enjoying the company, she describes the relationship as casual, not serious. She loves her life alone. "You are free to make your own mistakes when you're single," she declares. "I probably wouldn't have done any of the things I've done if I had been married. But since I was alone, I could gamble. It's total freedom."

Being single did not always look that good. Only

a generation ago, unmarried women in their 30s were pined as spinster living sad, unfulfilled lives and never-married bachelors created as losers who were unable, or unwilling, to find a mate and settle down. Those perceptions began to change in the 1970s, when single women looking for pop-culture role models could turn to female characters on *The Mary Tyler Moore Show*, *Mary* and *Rhoda*, modern gals at the time with careers, friends and a spirit exemplified by the "You're gonna make it after all" line in the show's theme song.

But *Mary* and *Rhoda* now seem so dated

Today's professional women no longer need a man to provide housing, financial stability or social stature

compared with the aggressive, independent, solo-minded heroines from *Sex and the City*, *Norwadays*, cool, attractive, 30ish singles dominate the TV airwaves on hit shows like *Friends*, *Will and Grace* and *Ally McBeal*. They crowd shopping scenes in movies such as *The Not Best Thing*, featuring a pair of real-life singles in Madonna and Rupert Everett. They even set 2000 best-seller lists with books like *The Diary of Bridget Jones*. Statistics indicate that more people are spending more of their lives single than ever before, and every-



Chesholm dining is harder "as you get older and more particular"

where Canadians turn, they get the same message: the solo life is something to revel in, not a source of embarrassment.

Make no mistake: it is the continuing boom in dating services, personal ads and more-a-man-lifetime ads indicates the majority of singles are still seeking relationships. Today, though, a growing number of people are single by choice, not because they failed to find or keep a mate. Women, in particular, are embracing the single life. They still find pressure to marry by the time they enter their 30s, but that has more to do with their biological clocks. Otherwise, experts say today's professional women no longer need a husband to provide housing, financial stability or social stature. The gap between salaries for females and males is steadily narrowing. Those imposed economic circumstances give them the clout to exert their independence, signifiers of when the old world turns.

Diane DeBruin of Toronto might once have felt pretty shocky about being 29 and single with no man in sight. Instead, the

has been dating casually since the breakup of her last serious relationship in 1996. She wants to settle down, someday, but there's no hurry, she says. DeBruin, who has an undergraduate degree in science and an MBA from York University in Toronto, now works in manager of research and development for a major pharmaceutical company, and loves her single life. She can afford a home in a pricey, central Toronto neighborhood and go on golf and do vacations. And she doesn't feel the absence of Mr. Right: she has a cat and the company of friends and family. "When I meet the right person, I will spend the rest of my life with him," she says. "But I'm financially stable. I don't need a man for his money. I want someone who will challenge and motivate me."

Randy Tan's priorities are what keeps him single. The 51-year-old Tan operates a thriving movie studio on the Squamish Indian Reserve in North Vancouver. Divorced for 15 years, he now mostly dates women 20 years younger, and says he never less things get "too serious," even though he admits he would like to have children someday. For the moment, the member of the Pagan First Nation in Central Manitoba says life is too busy to accommodate an intense relationship. His studio is hopping; he enjoys his regular bicycling trips to places like Las Vegas, Mexico and Brazil; and he spends off-time landscaping and cooking meals for friends. As well, he is pursuing interests he had as a young man but had to forgo while married—studying philosophy, becoming computer literate and brushing up on his gardening. "I've had opportunities to get married, but never with the right person," he says, adding, "I'm a pretty happy guy."

He is hardly alone in his lifestyle. Statistics Canada figures show that there were 7.1-million single adults in 1999, an 18.8-per-cent increase over 1990. During the same period, the overall population grew by 10.1 per cent. And experts say the growth in the number of people living alone is likely to continue.

MULTIPLYING SINGLES

Percentage of one-person households in Canada



Source: Statistics Canada

experts say the growth in the number of people living alone is likely to continue the marriage rate was the lowest in history in 1998 (the last year for which figures were available), with only five Canadians per 1,000 choosing to walk down the aisle. In 1972, that figure was 9.2 per 1,000. At the same time, those who do marry are doing so when they are older, an increasing number of women are raising children alone and the numbers of people living common law, which now stands at 12 per cent of Canadian couples, continues to climb. "In 10 or 20



McCa: "I wouldn't have done any of the things I've done if I had been married"

old mother of two and executive-director of a book publishers' association in Vancouver. She lived with a Simon Fraser University professor for 20 years before ending the relationship about six years ago. "When you become a single mom living in a relationship, you have to invent yourself," she says. "This takes time, but it's an opportunity to think about who you are."

Reynolds, whose two daughters are 20 and 14, says she now has more time to pursue outside interests. She is completing her

master's degree in liberal studies at Simon Fraser. In addition to working full time, and recently, she finished the 10-km Vancouver Sun Run—in under one hour, she says proudly.

Dating was a busy day at first, but Reynolds says she has been pleasantly surprised after returning to it some following 20 years away. "The men are thoughtful and reasonable, and they don't expect you to hop in bed with them the first night," she says. "Things might have gone over differently if we were in our 20s. But we are all adults now."

Younger people are particularly sketched about marriage: the last census reports that in 1996, 67 per cent of men aged 25 to 29 had never been married, compared with 55 per cent in 1951. For younger women, the shift has been even more dramatic: 51 per cent in 1996 versus 21 per cent 45 years earlier.

Cherrie Ryan, 22, is among those who are not going to be registering for chris anyone soon. The first-year business relations student at Memorial's Concordia University says she would like to "have kids, live in a two-income household and make my children with the love and affection of a mother and a father." But she really doubts that scenario is possible because she has seen too much infidelity, unappreciation and

relationship problems in her family. The first-year business relations student at Memorial's Concordia University says she would like to "have kids, live in a two-income household and make my children with the love and affection of a mother and a father." But she really doubts that scenario is possible because she has seen too much infidelity, unappreciation and

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From the left, Rhonda and Marcie: the cast of *Sex and the City*; Steve Martin in *The Lonely Guy*; changing views of single life

Canons, the freedom
to work and play
when he wants to

divorce among friends and family and through her parents' job as a contractor for low-income adults. Instead, she wants to start a career, have children and then raise them by herself. "I think marriage is a fantasy," says Ryan, who has had only one serious relationship but dates regularly. "I think being able to live with someone for 50 years and not want to be with someone else along the way is a big myth."

There are so guarantees that life alone will be as fulfilling for everyone as it is for



some. In fact, some research suggests exactly the opposite. A June, 1999, poll by Toronto-based Environics Research Group showed that 61 per cent of single Canadians consider themselves "happier" more than they are "unhappy," sharply lower than the 75 per cent for married people. And a study released in February by Health Canada revealed that single men are 2.3 times as likely to suffer from depression as married men—and 1.4 times more likely to end up institutionalized.

Mostly, though, singles complain about the day-to-day struggles—the frustrations of trying to buy

Younger people are more skittish about matrimony

food for one, having nobody to act as a sounding board when the flu hits, the lack of companionship. "Sometimes things get overwhelming when you are doing everything yourself," admits Angela Seaman, a 31-year-old single mother who teaches high school in Merritt, B.C. "You just say, 'Gee, I wish there was someone else here so I could go for

Definite a comfortable, happy single life

a walk by myself, have an evening out or just have another adult around.' " Then there's dating, a particularly daunting experience for, say, a newly divorced man who has not been in a club since John Travolta was older enough to fit into a white leisure suit. Mel Christolm, 45, a single freelance photographer, camera store employee and part-time bartender in Halifax, jokes that finding dates gets harder "as you get older and more particular, but less desirable."

Others are simply disenchanted by past relationships, and no longer wish to pursue anything more than casual affairs. Johnnie Chou, a 37-year-old architectural designer and gallery owner in Toronto, says that after three long, serious ones, he now tells every new woman he dates that he is a confirmed bachelor "so that they know immediately just where I stand."

Jeff Fiedley, 36, a Toronto businessman who is gay, remains equally wary after nearly ending a two-year relationship. "If I were to get into another relationship, I would have boundaries," he says. "No one is going to change me or control me."

Still, being unattached gives Steven Cornsua, 25, president of Colidescence Digital, a Halifax-based new media company, the freedom to work 60-hour weeks and spend a month on business in Toronto, Montreal and Vancouver. When he feels like it, he can just hop on his motorcycle for a ride into the countryside, and when he gets out, he enjoys the prospect of getting to know different women. "Dating does not have to be a callous affair," he says. "Or a dull one either."

In Cornsua's view, there are few things as exciting as walking into a club, closing his gate around the room and realizing that he might go home with someone new tonight. "I have to admit," he says, "that really turns my crank."

Bill Johnston, 68, a retired crane-company administrator from Windsor, Ont., would prefer a fulfilling long-term relationship over dating. He has been married four times for 30 years and legally separated for 20. In that time, he has had one full-blown romance—for nine years with a woman he met in a nightclub. That ended in 1984, and since then he has dated a little but never managed to recapture the intensity he felt with his wife or girlfriend. "I am not looking now," says Johnston, who helps his three daughters raise his four grandchildren. "But I do dream."

Many modern singles, however, would rather accept occasional loneliness to preserve their freedom. "I love being on my own," says Vancouver's Reynolds, who has dated about 100 men since her marriage broke up. "I would like at some point to have a deep relationship, but I am not in a hurry to get there. It will be a much bigger decision to enter into a relationship at this time because I know what I am giving up." And thus, more than statistics, demonstrate how it may really have changed: being single, after all, used to be viewed by many as an empty life. Nowadays, Reynolds and a growing number of Canadians think it can mean a fuller one.

With Susan McClelland, Amy Cameron and Marcie Choe
on Toronto and Jennifer Huxton in Vancouver



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Home Alone

Seizing a growing market, companies are developing products and services for singles who live by themselves

By Barbara Wickens

When Vancouver Realtor Nicki Marshall ended a nine-year live-in relationship in 1991, her life changed dramatically. It wasn't just the emotional upheaval either. She was used to the comfort she enjoyed in the elegant, detached home she shared with her ex-boyfriend. She got none of that in the unfurnished apartment she moved into after the split. In fact, she soon began to feel her living conditions were hampering her ability to make new friends. "I was embarrassed to bring people home," she recalls. So in 1994, she bought a condominium apartment, and then traded up 18 months later for a North Vancouver townhouse where she lives today.

It took a while, but Marshall, 48, has found the ingredients to a happy life alone. Sure, she still finds certain aspects of being alone frustrating. Some, like fast-moving before

she can cut it all, are minor irritants. Then there are the bigger headaches, such as increases in the condominium maintenance and contingency fees that are difficult enough for two-income families to afford. Still, Marshall says her solo set-up is not just because her four-bedroom home is at the foot of Mount Seymour close to hiking and jogging trails. The interior design looks just the way she wants, including the gas fireplace she installed in place of a wood-burning one. "I grew me," says Marshall, "a real sense of accomplishment."

Marshall is just one of the millions of Canadians who live alone—and the business world is taking notice. Whether they are on their own by choice or chance, they still need all the basics of daily life. As a result, everybody from the construction industry, which provides the housing stock, to

Marshall building a whole new life "gives me a real sense of accomplishment."

marketers who want to furnish the homes and fill the pantries, are finding ways to cash in. Singles may sometimes pay for the convenience of smaller portions and products crafted specifically for them. But those changes have made living alone easier—and more attractive.

The single-person household is a relatively new phenomenon. In the 1951 census, one-person households accounted for less than seven per cent of all Canadian households, and researchers then thought that number was astonishingly high. According to John Milton, a geography and planning professor at the University of Toronto's Centre for Urban and Contemporary Studies, those census takers investigated where all those people actually lived. "They were referred to report,"

The rising average age of first marriages, the divorce rate and the growing numbers of women in the workforce have all contributed to the ranks of the home-owners. While there have been slight dips during economic downturns—often so-called boomers job loss returning to the parental nest—the trend has been steadily upward. And Milton, for one, is not prepared to predict how many more Canadians may someday live alone. "Twenty years ago, I wouldn't have predicted today's levels," he says. "There's probably an upper limit somewhere, but I don't know what it is."

These days, a growing number of singles are looking to buy a home rather than rent. This has posed new challenges for the construction industry. Since Share Homes Ltd. set up



Blithman creating smaller designs for single home-buyers

says Milton, "that they were light-house keepers, typists, fishwives—in short, people whose occupation required them to live alone."

Life alone wasn't great. In the days before no-oven stoves and microwave ovens, keeping house was a full-time job in itself. "To live alone was a major undertaking," says Milton, noting that labour-saving appliances such as washing machines and vacuum cleaners were not widely available in the early 1950s. "A single person," he adds, "could not have afforded a mechanical refrigerator."

But by the early 1960s, change was in the air. The long period of postwar prosperity meant that Canadians, in general, were more affluent than ever before. The first thing many people spent their money on was privacy—several generations no longer had to live under one roof. At the same time, the construction industry had developed techniques to build high-rise towers quickly and inexpensively. Builders found a way to lay concrete, which takes about 30 days to harden, so that they could pour additional floors within a week of each other. That reduced sweet construction time to months from years, and led to a high-rise apartment building boom throughout North America.

business in 1979, the Calgary builder has focused primarily on family homes in the 207-square-metre range. But many potential single buyers said they could not afford price tags of more than \$180,000. So this year, about 40 per cent of the nearly 475 homes Share is building will specifically target the single market. The homes are smaller, from 126 to 153 square metres, and cost about \$170,000. "We realized that this was a large market we didn't want to turn away," explains Scott Blithman, Share's sales and marketing coordinator. Most singles prefer to be close to the downtown core—which is slowly built up. But when they do move into more outlying communities, Blithman adds, "the entertainment facilities follow right behind."

Whether they rent or own, singleships need to decorate—a fact not lost on the home-furnishings industry. "We don't go after them exclusively, but single households are important to our market," says Barry Dunn, the Philadelphia-based manager of Korda North American catalogue. As it prepares the annual issue, Dunn conducts wide-ranging market research. To personalize the latest trends, the 2001 edition will focus on six typical households, and one of those is a single woman, says Dunn. So the stylist putting together the catalogue can fully visualize her living situation; they have developed a profile for her, much the way a movie script imagines a full biography for a character even though that background story never makes it onscreen. "They," says Dunn, "is her last 30s, and has her own apartment in an urban area."

People who live alone, of course, need many of the same pieces of furniture found in bigger households—but they don't have to compromise with anyone else when it comes to selecting a specific chair or lamp. "Obvious criteria like quality and price are important, but we're beginning to understand other things are as well," says Dunn. "Ultimately people are after a home that is a reflection of themselves. What is so interesting about single dweller households is they really have the potential to create a home that reflects themselves exactly the

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Singles also get to eat what, and where, they want. Enneke Allard, 28, has lived by herself for the past two years, first in the Marston, N.B., house he had shared with a girlfriend, and for the past month in the four-bedroom house he bought in Fredericton. Medhurst, says the provincial civil servant, often finds him in a restaurant, either by himself or with friends. "It's maybe not cheaper, but it's more convenient," says Allard, who explains his refrigerator contains "water and a few other basics." He'll get more domestic this summer, when he plans on doing a lot of backyard barbecuing.

Chances are, he will find a grocery store geared up to meet his needs. According to Robert Garrett, a vice-president of the Toronto-based Food and Consumer Products Manufacturers of Canada, one of the biggest trends in the food industry is the expansion of the convenience section. For instance, supermarkets offer precooked meals in whatever serving size is needed. Grocery stores have also altered their portions and packaging for those who prefer to cook for themselves. Calgary-based Safeway Canada, for instance, sells single pork chops or individual chicken pieces rather than just multi-piece packages and whole birds. "The trend is moving towards singles, to accommodate their coming in more often, shopping more frequently, buying less and buying for two days as opposed to two weeks," says Safeway spokeswoman Toby Owsell.

Kindergarten teacher Lynn Lawrence, 33, enjoys many of the perks of living alone. She divorced 17 years ago, raised two children and now, finally, has the house to herself. That means getting used to cooking for one instead of three, but there's less to clean up. "When she's not reaching or volunteering with local charities, she tends to the large garden surrounding her Miramichi, Ont., bungalow and goes wine-water canoeing. With her daughter working and her son at university, Lawrence says, "It's my turn now." And it's not a bad turn to have.

Web Susan McCallum in Toronto

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Engines of Growth

A new wave of search sites—led by upstart success Google—is challenging the established Web hunters

By Chris Wood

You have a haystack. There are one billion pieces of hay in it—and counting. Every day, billions from all over add another 1.5 million or so pieces of fodder to your haystack. Now find the needle, instantly.

Welcome to the world of Internet search engines. There are thought to be about a billion pages of information on the World Wide Web, and estimates of the new ones added daily run into seven figures. And that does not include hundreds of millions more pages of information accessible via the Internet on specialized private databases. Some haystacks look wonder that service designed to help them find their particular needle occupy one of the most competitive fields in cyberspace.

Stomping through the Internet's data overload

have proliferated so fast they are in danger of creating their own mini-haystacks, a mind-boggling 300,000 Web sites offer other search engines, indexed site directories or both. And still, we keep on hunting. "Eighty-five percent of the use of the Internet other than e-mail," says Mahendra Var, the Cincinnati-based CEO of software-maker IntelliSeek Inc., "is searching for information."

The craze is hot on neither software developers nor die-hard consumers. Search engines are at the heart of every so-called portal site on the Web, such as Yahoo!, Excite, AOL.com or Symantec. But new developments in search technology are reworking a challenge to the established leaders. Upstart rivals like 20-month-old Google.com can shagily reduce the time Web surfers spend hunting for information. Second-generation so-called aggregator or meta-search ser-

vices, meanwhile, let users unleash 10 or more different search engines across the Internet at one time. Meanwhile, several U.S.-based meta-search portals are trying to move closer to international customers by establishing new servers aimed at specific geographic markets. AltaVista, About.com and Excite@Home (in partnership with Regen Communications Inc., owner of *Money*) have all recently set up, expanded or plan to launch new Canada-focused sites. The mighty Yahoo! already has Yahoo! Canada, with Canadian affiliates—although its Canadian content is supervised from its Santa Clara, Calif., headquarters.

And despite the existence of a dozen well-established commercial Internet search and index services, plus literally hundreds of thousands of lesser-known sites, new ones continue to appear. So many, in fact, that a handful of Internet dictionaries are dedicated solely to indexing other dictionaries and search engines. In all goes to the point where the ordinary surfer looking for an elusive fact could use some help just



Page (left) and partner Sergey Brin. 'Search has lost trust,' says Page

determining which site is really going to save some time.

The answer, inevitably, it depends what you need. Not all search sites work the same way. The distinction between search engines and directories is a critical one, which often escapes those using them. Directories, in essence, use human beings to review Web pages and index them according to topic and a subjective judgment of their relevance. Search engines deploy software—also known as Web-crawlers, spiders or "bots"—to call up each page of the Web and index its contents, when a user enters a query, the engine sorts the indexed pages based on such things as the presence or position in the text of key query words. To appreciate the scope of either task, consider that if a human being were to spend just 10 seconds reading and cataloging each of the billion or so pages of information already on the Web, it would take more than 317 years of labor, waiting 24/7.

In practice, most popular portal sites are hybrids of the two systems. Yahoo!, for instance, continues to add pages to its six-year-old directory, but also provides visitors with a search engine. Many engine-based sites, meanwhile, speed up responses by allowing users to search within indexed categories. And all but a handful of sites, including most that offer the ability to search their own offerings, rely on someone else's technology to do the actual looking. Excite.com of Foster City, Calif., which claims its crawlers were the first to index all billion pages on the Web, answers more than 45 million queries a day for users of Yahoo!, America Online and 78 other portals.

The current darling among search enthusiasts is yet another California-based company, Google Inc. The name comes from "googol," the mathematical term for 10 to the power of 100. Created by two graduate student dropouts from Stanford University, Google is a search engine with an uncanny ability to deliver accurate results. To do so, it deploys software that not only identifies every Web page that might be relevant to a query, but then ranks them based on an ingenious premise. Assuming that within any subject area the most useful and credible information will attract the largest number of links from other Web pages, Google's software ranks each page: it finds based on how many other have links leading to it.

The company, located in Silicon Valley in Mountain View, Calif., has bought nearly 4,000 computers to make use of the billions of calculations necessary to respond to each query are completed in a second or two. And it is adding more. After surveying 33,000 people online at 13 top search sites—including Yahoo!, AltaVista, AOL.com, Lycos, HotBot and Excite—NPD New Media Services of Port Washington, N.Y., in April declared Google as overwhelming firm in popularity. With traffic growth at the poverty level company's bare-bones are running at 25 per cent a month, co-founder Larry Page—a 27-year-old Michigan native who organizes roller-hockey games in the parking lot—says Google's commercial future will unfold without the e-commerce add-on that have transformed other search sites into destination portals. "We're meant as a trusted source for information," Page says. "Parents have lost that trust by taking whoever will pay them the biggest buck and placing them all over their site."

The question of commercial loss in search results is touchy. As entrepreneurs and executives grope for business models capable of surviving the cyber frontier, it can be tempting for any site to focus its e-commerce partners. Google resolutely defends the independence of its results—supporting its service with limited text advertising and the sale of its technology to other Web sites. By contrast, GoTo.com of Pasadena, Calif., makes no secret of the fact that its results are up for sale. "Advertisers choose their priority in the search results," the GoTo site says, "by paying for placement, with the highest paying advertiser's ads appearing first in the results." In Santa Clara, Yahoo! Inc. adware-in-chief Sirajp Sirajpoo acknowledges that a shopping search on Yahoo! only returns choices from e-tailers that have a commercial partnership with the site. In other areas,

the issues, "commercial relationships in no way determine the order or ranking of results."

One way to hedge against whatever bias any one search engine may reflect is to use several at once. Entering a query at www.crawler.com, one of the more popular of the so-called search aggregator sites, unleashes the combined Web-sifting software of Google,

www.machineseek

for free

and rival AskJeeves.com (launched after P.G. Wodehouse's omniscient-butler) sent the results from the various engines and eliminate duplicates before presenting them. AskJeeves is the most aggressive in cloning to un-dersand questions asked in ordinary sentence form, although most of the top engines can handle such queries.

In general, veteran researchers advise

researchers that engines are more valuable when you already know what you want, but not where to find it. By contrast, if you're new to a subject and looking for the best overall sources of information, human-indexed directories may produce a more satisfying result.

New York City-based

About.com Inc. has taken the concept further: Describing itself as a "network of sites led by expert guides," the company relies on 750 independent contributors—80 of them in Canada—to compile its various reference sites and searchable index. Marco den Ouden of Maple Ridge, B.C., was one of the first guides to sign on, within months of the company's 1997 launch (when it was known as mindex.com). As creator of About.com's site on investing in

About.com's 'Invest in Canada' website for Web

Canada, den Ouden says his job "was to go through and weed out a lot of the crap you find on the Internet, choose the best of the elements and organize them." The company compensates its guides partly on how much traffic their sites generate, and all other than just links on their pages. Den Ouden (who is not a professional financial adviser) writes articles for his site twice a week, and has created a unique Canadian Internet stock index, which he updates weekly.

Another popular engine, NorthernLight.com, offers numerous exclusive databases as well as generally well-focused search results. The catch is that many of the pages it finds can only be read in full if the user pays. Then there are the tens of thousands of search sites striving to offer everything from specialized subject matter (Homesearch.com: "The world's source for humor") to a cheeky attitude (Mommies.com claims to be "The mother of all search engines"). And if all else fails, there is G.O.D.—the British-based Global Online Directory (www.god.on.uk).

In California, Google's Larry Page has gathered a score of postgraduate researchers to help him outdistance not only G.O.D. but also his own acclaimed technology. "The ultimate search engine," he says, "will understand exactly what you're asking for, will understand everything that's out there on the Internet and give it to you instantly. That's what makes this so exciting." In the meantime, even as the layman of online information continues to grow exponentially, finding search sites often feels like finding a needle—if not always with pinpoint precision. ■



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The true form of the universe

The numbers have been crunched and the results are in—the universe, as far as scientists can tell, is almost certainly “flat.” And while “flat” may not be the best word to describe three-dimensional space, says Barish Netterfield, a University of Toronto astrophysicist who took part in the study, it is the one that comes closest to explaining what an international team of researchers has found with groundbreaking precision. When coupled with other research, the findings, published last week in the scientific journal *Nature*, indicate the universe will continue expanding evenly—hence the sense of flatness—and not collapse in a so-called Big Crunch. They also substantiate the Big Bang theory of its formation about 14 billion years ago. “It’s a rather startling confirmation,” says Netterfield. Scientists in the project, dubbed Boomerang, collected data using a two-ton telescope suspended from a helium-filled balloon launched from the Antarctic in December, 1998. During its 10-day mission at an altitude of 37 km, astrophysicists took close to one billion temperature readings in the outermost reaches of the universe and later fed them into a supercomputer. The findings provide a snapshot of the universe only 340,000 years after the Big Bang, during its transition from hot,

glowing plasma to transparent gas. The equivalent of the cosmos were a human being, says Netterfield, would be a picture of a fetus a mere eight hours after conception. “It really looks like we’re understanding the infancy of the universe,” he says.

Toxic ships

When barnacles latch onto super-cruisers, the creatures’ bodies alter the shape of the hull, causing the vessel to lose speed and waste fuel. For decades, the solution has been to coat ships’ hulls with paint laced with toxins that kill crustaceans. But as of 2003, it will be illegal under international law for shipowners to apply new coats of the deadly paint, and by 2008 operators will have to remove it altogether to protect sea life. Setting an opportunity, UltraStrip Systems Inc. of Stuart, Fla., is marketing the M2000 robot, an environmentally friendly paint stripper for ships.

Developed with scientists at NASA and Pittsburgh’s Carnegie Mellon University, the M2000’s magnetized wheels travel the ship’s metal hull, run remotely by a joystick. A high-pressure stream of water blasts the paint off, and the toxic slurry is vacuumed and filtered. Unlike sandblasting, which pollutes harbours, the M2000 collects the waste for proper disposal. “All you have left,” says UltraStrip spokesman Mackey Doren, “is the bad paint, which isn’t that difficult to get rid of.”

Cool Sites

Geek comedy

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Darigo Howdle/ist

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Creeping Privatization

A major study tracks how drugs and other non-medicare costs are driving up total spending on health care

A decade of hospital closings, overcrowded emergency rooms and long waits for some treatments has led some Canadians' faith in the health-care system, as opinion polls repeatedly demonstrate. Yet studies in several provinces also show that a majority of respondents who have actually used the system still give it a high rating. That apparent contradiction, says Health Minister Allan Rock, reflects underlying anxieties about the future of medicine. "People have real concerns over the sustainability of the health-care system in the face of rising costs and an aging population," he said last week. Rock spoke at a Toronto news conference marking the publication of the first annual program report by the Ottawa-based Canadian Institute for Health Information (CIHI), the independent

agency set up in 1994 to track Canadians' health and the system's performance. Despite government spending cutbacks and alarming deficiencies in the system, the report shows, overall health-care spending is on the rise. And Canadians, for the most part, are healthier than ever.

Among the accusations the report notes more than 12,000 Canadians now live with transplanted kidneys, livers, hearts and lungs. Yet for all the progress in conventional medicine, it finds Canadians turning in droves to alternative therapies, with westerners far outnumbering eastern residents in visits to chiropractors and other complementary practitioners. Meanwhile, the health status of Canadians, as measured by mortality rates and life expectancy, has steadily improved. In 1997, Canadians of both

sexes could expect to live an average of 79 years—second only to the Japanese in international rankings.

After dipping between 1993 and 1996, combined public and private spending on health care turned upward to reach an estimated \$86 billion in 1999—\$2,815 for each Canadian. Currently, 70 per cent of Canada's health services are publicly funded. The remaining 30 per cent—spent mostly on drugs, as well as dental and eye care—comes out of Canadians' pockets or from privately funded insurance plans. That, in a country that ostensibly boasts a one-of-a-kind public system, makes the private contribution to health care second only to that in the United States among industrialized nations.

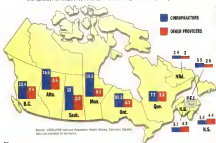
The report tracks major changes in how health-care money is spent—particularly in the larger role for drugs. The share for hospitals—still the largest portion—declined from 43 per cent of total spending in 1979 to 32 per cent last year. Spending on drugs, meanwhile, grew to 15 per cent from nine per cent, for the first time overtaking payments to physicians (14 per cent of the total cost) to move into second place.

The report also points to glaring inequalities in a system that supposedly guarantees equal access to care. Studies in Manitoba and Ontario show that people in many low-income neighbourhoods were less likely to have heart surgery than residents of more affluent districts. Women with little education and low incomes were less likely to be screened for cancer than those in higher socioeconomic groups. Just why those disparities exist remains a mystery. Given the amount of data that is not yet available, says Rock, CIHI's first report offers an interactive "snapshot" of the system—well shy of the detailed portrait that the agency plans eventually to produce.

Mark Nichols

Who uses alternative therapies?

Percentage of population over 12 who reported seeing a chiropractor or at least one other complementary health care provider (including massage therapists, naturopaths, acupuncturists and naturopaths) in a year



Source: CIHI/CIHI National Population Health Survey, December 2000
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Playing to his strength

Under coach Pat Quinn, the Leafs succeed with style

By D'Arcy Jenish

In the world of pro hockey, size is usually, but not always, an asset. Consider Toronto Maple Leafs head coach and general manager Pat Quinn, 57, who stands six-foot-three and weighs well over 200 lb. This season, Quinn and his wife, Sandra, rented a 27th-floor condominium a few blocks north of the Air Canada Centre so he could walk to work, puffing on one of his thick-asa-sage cigars along the way. But his bright and familiar face ensured that his stroll was slowed each day by autograph seekers, so now, to save time, he has to drive to the rink. On the plus side, his size and hefty reputation still matter to the players in the Leafs' dressing room. "He's got a strong physical presence," says Darryl Tucker, a scrappy centre acquired in a mid-season trade. "He doesn't have to say much, and you get the message."

Strength and toughness were big parts of Quinn's game as a player with three NHL teams—the Leafs, Vancouver Canucks and Atlanta Flames—between 1968 and 1977. He was, according to former associate Brian Burke, now president and general manager of the Canucks, a "hard-nosed, bell-tigered defenceman, not a great puck movement guy." But Quinn the coach is an entirely different creature. In two ses-

sions with the Leafs, he has built a high-speed offensive team around a core of conservative Europeans such as Swedish captain Mats Sundin and Russian defenceman Darryl McDougall. And his Leafs, who opened a second-round playoff series against the New Jersey Devils last week, have clearly emerged as the best and, arguably, most exciting of Canada's six NHL teams. "He'll tell me when he needs this," chuckles Burke, "but Pat couldn't play for Pat's team."

Actually, given his attributes as a player, Quinn may have been more at home on the Devils, who won the 1995 Stanley Cup playing a dull defensive system known as the neutral-zone trap. The current edition of the Devils, coached by Larry Robinson, are blessed with skilled forwards such as Patrik Elfer, Alexander Mogilyov and Scott Gomez, and are thankfully less reliant on the trap. Nevertheless, the series is a battle of competing styles, and Quinn himself admitted to having "a little different philosophical approach."

Choosing his words carefully—he earned a law degree from Delaware's Widener University in the 1980s—Quinn described the trap as "an organized and disciplined system," and added, "Hockey should have more to it than this."

He has, he says, tried to devise a system that is "fun for the players and exciting for

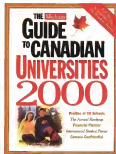


Quinn, *McDougall* (top left) *fun for players and fans*



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Sports

the first." And skaters like Sundin and linemen Steve Thomas, who scored six goals in the six-game series against Ottawa, delight in playing for Quinn. "He's put us in a system that suits the talents of the players," says the tall, fair-haired Sundin. "He never minds in the way I let us go to the office." Thomas, 36, who says he left his hell been paroled when he left New Jersey for Toronto as a free agent in 1996, adds: "He wants us to use our speed and creativity, and play hockey rather than be soldiers. He's never really pulled the reins on us or tried to change."

It remains to be seen if Quinn's creative approach can survive the playoff gauntlet and win the prize that has eluded him for more than 30 years—the Stanley Cup. The Hamilton native was junior hockey's Memorial Cup with the 1963 Edmonton Oil Kings, and he was a member of minor-league championship teams in Tulsa, Okla., and Seattle before being called up to the Leafs. He finished his playing career with non-contenders—the Bruins and Canadiens—then joined the Philadelphia Flyers as coach in 1978. The Flyers posted a 35-game unbeaten streak at the start of his second season, a record that still stands, and advanced to the Stanley Cup final, losing in six games to the New York Islanders. Quinn took Vancouver to the 1994 final but lost to the New York Rangers in seven games.

Friends and family thought Quinn might retire when he was released by the Canadiens 1996. He and his wife, who have two daughters and two grandchildren, own a spacious home in West Vancouver as well as a golf-course condo in La Quinta, Calif. Instead, Quinn jumped into the media fold in Toronto, and took on additional duties last summer by accepting the general manager's job. Why? "I initially was planning to make a career change," he says of the post-Canada profile. "But that stage disappeared quickly. I started thinking about the game," he says, "and what it has meant to me." Besides, by staying in hockey, he has another shot at a Stanley Cup. ■

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Tears of a *floune*

Cirque du Soleil clowns in 3-D

In the new *3-D* movie *Cirque du Soleil: Journey of Man*, Joseph Dichène and Paul Vachon are required to spout gibberish, cause mischief, tumble and explore. All of which comes easy for these master clowns from Quebec City. In the film, they play *floune*—part clown, part child. And as live different Cirque du Soleil acts are performed on-screen displaying colour, grace and strength, the *floune* provide comic effect.

Floune are unique to the Cirque du Soleil production *Nouvelle Expérience*. When that show opened in Las Vegas in 1992, Vachon was an artistic director and Dichène played a *floune*. The couple, who are married and have their own travelling clown production called *Théâtre de l'Éclaircie* (Eclaircie Theatre), found being clowns in a movie more difficult than in a circus. "In Vegas, we'd do our own makeup in minutes," says Dichène. "The people are so far away, we only needed rings around our eyes. For the film, we needed help—two hours' worth."

Dichène and Vachon
looked-and-act
performers



A family that directs together...

In 1970, Sofia Coppola was on the set of *Apocalypse Now* with her father, director Francis Ford Coppola. While the filming of that shoot—including Martin Sheen's heart attack and her father's breakdown—has been well documented, Coppola remembers other things. "I was 4 or 5," she says. "I remember riding in helicopters and that hanging out in the jungle was fun." Later, Coppola faced her own screen disaster, one she still remembers for her father's unfortunate decision to cast her as Mary Corleone. Al Pacino's daughter, in the 1990 movie *Godfather IV*.

But Coppola, 28, has moved on to better things. Her photography has appeared in *Interview* and *Rolling Stone*, and she has her own line of clothing. She recently married Spike Jonze, who directed last year's daring John Malkovich. And her directorial debut,



Coppola, successful behind the camera

The Virgin Suicides, shot in Toronto, comes out this month. It stars James Woods and Kathleen Turner as the parents of five pretty teenage sisters who commit suicide.

Sofia's mom, Eleanor, filmed the shoot, as she did *Hearts of Darkness*, her documentary about the making of *Apocalypse Now*. "Everyone expects it to be like that," says Coppola. "But it's really boring, everyone's got along." Of course, that's also the way she remembers *Apocalypse Now*.

Sound of siblings

Those MacNells know music. Siblings Siobhán, Kyle, Stewart and Lucy from Cape Breton, N.S., make up the Celtic band the Barra MacNells. Their new, ninth album, *Rooted in the Stone*, includes old Scottish tunes and a cover of *Several Thousand Miles* by Hollywood Mac.

The MacNells joke that their two younger brothers, Ryan and Boyd, do as well with their own band, *Sainte Marie*, that they refuse to join their older siblings' group. The family is also loyal to puns—including gold friend Aubrey MacIsaac, who has had a rough time lately. "Aubrey and I played for the Pope together," says Lucy, referring to a 1984 Halifax pupal visit. "He's a colourful personality, a great fiddler." In Cape Breton, fiddle—and fiddling—counts for a lot.



Chickadee from up, Siobhán, Stewart, Kyle, Lucy

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Appreciation

The passionate voice

Al Purdy's finest work makes him 'one of the enduring poets of the century in English'

By John Benrose

The man on the phone claimed to be Al Purdy, but I wasn't convinced. I thought it was a friend of mine imitating the famous poet's lighthearted voice. But it was Purdy. Astonishingly, he'd read my first book of poems and now wanted to meet me. And so it happened that a neophyte writer found himself talking over beer with the author of *The Caribou Hunter* as a Toronto backdrop one warm summer evening in 1978. Al was 68 at the time, but he still had a young man's bristly vitality. Another writer played the trumpet, and Al, with a lot of Molotovs in him, danced in the street with his shortsleeved suit. I was stunned and enchanted and appalled. Twenty-one years later, as news of his death comes from his home in Spiday on Vancouver Island, what I think of is his generosity. The time he gave to other writers, especially younger writers, was a sacred vocation.

Though it was common knowledge that Al had been sick for months with lung cancer, his death still came as a shock. He had been a fixture of the literary scene for so long—ever since 1965 when *The Caribou Hunter* won the first of his two Governor General's Awards—that his steady churning out of poems seemed destined to go on forever. He wrote nearly every day, faithfully, compulsively, raming out 35 books of poetry as well as prose, including his marvellous 1993 autobiography, *Reaching for the Starry Sea*. If you told him some story, his first response was always: "Have you written a poem about it yet?" Life seemed to be turned into poetry. His reach, as befitted his 30-foot, three-inch frame, was vast. More than any Canadian poet, he took the whole

country—as fact the whole world—as his ballroom, and he was as at home writing about the ruins of Troy as about the poise, cedar-dotted firmness of his native eastern Ontario.

How good was he? Al wrote a lot of casual poetry—humorous anecdotal stuff that was always a hit at public readings. Listening to it, you could hear how he'd taken the rhythms of ordinary Canadian speech and slaved and fitted them into his parson-



The writer: deep elegiac instincts, an ability to shift tone and a gift for elaborating metaphors

his brand of free verse. But at his best, he went much further. In poems such as "Wilderness Gothic," his deep elegiac instincts, his ability to shift tone in a twinkling and his gift for elaborating

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Appreciation

Purdy's perseverance during a period of poverty and severe depression became an inspiration to Canadian writers

emphasis found in poetry of a high order. His friend the poet Dennis Lee wrote that: "His best two dozen poems make him one of the enduring poets of the century in English. They can take a ranking with figures such as Robert Frost, Dylan Thomas and D.H. Lawrence."

Lee also argues that Purdy was one of the "heroic founders" of modern Canadian literature. "He broke with the old, colonial mode of poetry and recast our imagination, so that it seems perfectly natural to the place we occupy. No one else in English-Canadian poetry had really done that." In one of his finest poems, "The Country North of Belleville," Purdy did for the handicapped townspeople north of Lake Ontario what the Group of Seven had earlier done for the Canadian Shield: he made visible, in the man's deep eye, what had been there all along. He wrote: *Old faces drift rapidly among the crooked pile of snow-covered mansions, for some place*

purportedly last meeting under the moonlight sky.

This is the country of our definition yielding the full plowing a midnight stop and stand in a brown valley of the farmland divide his eye to watch for the scattered patch named with goldfish on the hilltop after paraded grow old-plowing and plowing a ten-acre field under the stars and moon not possible with his own beam.

Alfred Wellington Purdy was born in 1918, on a farm near Trenton, Huron Co., Ont., died before Al turned 2, leaving the only child to be raised by his mother, Eleanor. In his autobiography, Al describes himself as a bookish and secretly fearful child—though he also loved sports and never tired of playing hockey on the frozen Bay of Quinte. A poor student, he left high school early, and in 1936, at 17, rode the freight west to British Columbia. During the war, he served with the RCAR—high blood pressure

lentened him to guard duty—and awarded Bronze Purple Heart. He wrote poetry for most of his adult life, but by his own admission most of it was terrible—until the critical early years of the 1960s. At that time, Al, then in his 40s, Barrie, and their only child, James, were living in poverty in a house they had built themselves on the edge of Ameliasburg, south of Belleville. They were accused of picking over garbage dumps and, Al claimed, they once ate a soup-killed rabbit. He also endured bouts of severe depression. But he kept writing, struggling to find the poetic voice that finally emerged in his 1962 volume, *Poems for all the Ancestors*. Purdy's devotion to his craft during that period became something of a legend, and an inspiration to Canadian writers ever since.

I last saw Al in the Ameliasburg house. We talked into the dusk—he didn't bother turning on the lights—while outside the window Robin Lake sat in silver. I can remember his voice, going on steadily in the fading light—plunging, raspy, passionate, self-empowering. It is the voice of his poems, and in his poems it will never stop. ■

Side effects,
what side effects?



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Treasures from the Empire of the Bay

The rich legacy of the Hudson's Bay Co. opens a new window on 300 years of Canadian history

To a remarkable degree, the history behind the artifacts is a history of Northern and Western Canada over the past three centuries. The pieces range from relics of the ill-fated Franklin expedition to stunning examples of aboriginal artistic expression. Now in the Manitoba Museum of Man and Nature in Winnipeg, the artifacts are all part of the legacy of the world's oldest commercial enterprise, the Hud-

son's Bay Co. Established in 1670 by King Charles II, in the days of its glory the firm's land grant covered almost a sixth of the Earth's land surface, and its outpost extended from the Arctic to Hawaii. The company eventually developed an imperial sense of obligation to march to imperial ambitions, and for its 250th birthday in 1920 it hired former fur trader Francis Wilson to acquire "those things which have real meaning in connection with the life of the company's officers, clerks and servants, also of the pioneer settlers and the natives."

In 1994, the Bay gave this treasure trove—more than 10,000 objects in all—to the Manitoba Museum along with \$3.7 million to house it care for it. On May 2, the firm's 330th anniversary, the museum will formally open the Hudson's Bay Company Gallery, providing a new window through which Canadians can see their history. "The story of Western Canada begins with the First Nations," says gallery curator Katherine Pettipas. "But the HBC's history is largely informed by the history of European exploration and white-native relations in the West."

One of the main artifacts Pettipas wants visitors to view



Chilkot ceremonial blanket from Alaska, watercolor by Rautschbach depicting natives and company officials (right); Purple Coat fish club (left); the collection of the world's oldest commercial enterprise houses stunning works of aboriginal art



through this window is a 13-cm York boat, the last surviving example of the fur trade's workhorse vessel. Pettipas admits the boat, primarily because it is so suggestive of "the actual lives of company employees," the curator says, as it describes the inherent risk of plying the heavy vessel over log rafts. But this particular York boat, she adds, also symbolizes the HBC's long-standing commitment to preserving the past



Quilt-work panel from the Red River area; Belle Coole last made of woven spruce roots (left); watercolor of 1820s traders in transit (top); artifacts like the ossicle bead panel—made of dried porcupine quills, trade cloth, ribbons and yarn—show an intricate blend of native and white cultures



The Bay commissioned it in 1920 as part of its 250th birthday celebrations. Its elderly builder, trained in the old ways, crafted the boat in authentic mid-19th-century style. If the Bay had delayed its history project another 10 years, Pettipas argues, it would likely have been too late to have one built. The boat was put into service in northern Manitoba for almost a decade, after which it was kept outdoors at Lower Fort Garry near Winnipeg. "We had to decide between leaving it to the elements or taking up a huge amount of exhibit space," the curator says. "So we took it apart board by board over four months, re-assembled it on its side—just as voyageurs when would have propped it up—and everything has worked out fine."

Pettipas' other favorite pieces include Swiss artist Peter Rautschbach's early 19th-century watercolors and exquisite examples of native craftsmanship from that era—Belle Coole has and prized Chilkot ceremonial blankets among them. Many of those artifacts, like an ossicle bead panel from the Red River area—made of dried porcupine quills, trade cloth, ribbons and yarn—show an intricate blend of native and white cultures. "We have such a rich history," the curator means. "It saddens me that Canadians can't grasp it through images as well as they should. But the Hudson's Bay Co. already has a romantic mystique, and I think the gallery will play a major role in bringing our history alive."

Brian Bethune

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The hot, hot, hot music awards

Latino music has become hotter than a jalapeño pepper in the past few years. And to celebrate the trend, the Billboard Latin Music Awards were held in Miami last week. The three-hour extravaganza featured nominees Ricky Martin, Marc Anthony, Jennifer Lopez and Gloria Estefan, and will be aired on May 7 on Canada's Spanish- and Italian-language broadcaster TLN Television.



Lopez: Martin (right). Jennifer Lopez and Gloria Estefan will be aired on May 7 on Canada's Spanish- and Italian-language broadcaster TLN Television.



"On most award shows, there is a single category for Latin music," says Montano, "but this year, they've created a separate category for reggaeton." These awards give you a sense of the scope of the music. "The same can be said of the shows' glam quotient. "It has major sex appeal," says Montano. "These people don't have to try to look sexy." *By Amanda*

Pop Music

1. THE BEATLES (1965-66)	\$1,000,000
2. THE BEATLES (1967-68)	\$1,750,000
3. THE BEATLES (1969-70)	\$1,100,000
4. THE BEATLES (1971-72)	\$1,100,000
5. THE BEATLES (1973-74)	\$1,100,000
6. THE BEATLES (1975-76)	\$1,100,000
7. THE BEATLES (1977-78)	\$1,100,000
8. THE BEATLES (1979-80)	\$1,100,000
9. THE BEATLES (1981-82)	\$1,100,000
10. THE BEATLES (1983-84)	\$1,100,000

Top movies in Canada, ranked according to box office receipts during the same days this week on April 27. (Numbers in parentheses indicate the number of weeks the movie has been in theaters.)

Source: Entertainment Weekly

An African adventure

Based on the real-life story of Kiki Gallmann (portrayed by Kim Basinger), *I Dreamed of Africa* follows her transformation from pampered socialite in Italy to cattle rancher in Kenya. But what starts out as an adventure for Gallmann and her husband, Paolo, turns deadly when they confront poachers killing endangered animals.



Basinger

Best-Sellers

Fiction	Points
1. THE HUNTER (1965-66)	100
2. THE HUNTER (1967-68)	100
3. THE HUNTER (1969-70)	100
4. THE HUNTER (1971-72)	100
5. THE HUNTER (1973-74)	100
6. THE HUNTER (1975-76)	100
7. THE HUNTER (1977-78)	100
8. THE HUNTER (1979-80)	100
9. THE HUNTER (1981-82)	100
10. THE HUNTER (1983-84)	100

Source: Entertainment Weekly

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Video Picks

BEING JOHN MALICOVICH (May 2) The off-the-wall comedy stars John Quidley as a puppeteer who discovers a door that allows him to enter the mind of actor John Malicovich, who does a stellar job of portraying himself.

AMERICAN BEAUTY (May 9) Starring Kevin Spacey and Annette Bening, this darkly comic look at suburban life in middle-age angst won five Oscars this year, including best picture.

MYSTERY/ALASKA

(May 9) A feel-good family movie about a regionalist hockey team from small-town Alaska that faces off against the New York Rangers.

MAN ON THE MOON

(May 30) Canadian Jim Carrey stars in this biopic about the life and career of unconventional comic Andy Kaufman, who co-starred in the television series *Too*, and who died of cancer in 1984.

CBS still juicing the O.J. story

While ABC executives can boast about Regis Philbin and *How I Met Your Mother*, CBS boss can claim they are the kings of the docudrama miniseries. On April 26, the American network announced it was making a TV movie about the 1993 O.J. Simpson case. Now, CBS is planning a four-hour miniseries about the legal drama surrounding O.J. Simpson's 1994



Simpson drama

murder trial. The former football star was charged with the death of his ex-wife, Nicole Brown Simpson, and her friend Ronald Goldman, but was acquitted by a Los Angeles jury (he was found liable in a civil trial brought by the victims' families). The drama will center on Simpson's so-called legal dream team, which included Johnnie Cochran, E. Lee Bailey and Alan Dershowitz. And speaking of heavy hitters, the network has hired renowned author Norman Mailer to write the script.

Photography



A 1955 Hasselblad photo album

"You are not here to make art. You are here to show beauty and beauty," said the editor of *Harpers' Bazaar* to American fashion photographer Lillian Bassman in 1949. Bassman, now 83, went on to become famous for her revolutionary use of soft focus that almost totally eliminated detail in her photos, and creating blurred silhouettes that flared with abstraction. A collection of her work is on display at Toronto's *Toronto Alexander Gallery* until June 30.

Pins and needles

In 1604, a 20-year-old English woman began to suffer fits, fall into trances and vomit pins. As Justice Sharpe's absorbing account, *The Bewitching of Anne Gwyer* (Knopf), relates, two women in her village were tried for practicing witchcraft on Anne. Their acquittal caused her father to appeal to King James I. But the king, though a noted witch-hunter, and his lending churchmen were keenly aware of the dangers of false accusations. Her admirers soon had a confession from Anne. Her father had forced her to it, she said, making her hide pins in her mouth before drugging an entire and huge assembly when pins were stuck in her breasts to "prove" she was entranced. Her mother was a bitter quarrel with the accused witch's family that had begun with two deaths at a violent village football match. In England, it seems, some things never change.

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Allan Fotheringham

Papa loved us, too

The biggest hit in Canada in the nineties, if you can believe all the hype, is the best commercial featuring "My name is Joe and I am Canadian"—the anti-American rant.

What *doesn't* blow to mention, we are smart Canadians after all, is that the director of the commercial is an American. Alvin. But in 1923, another American wrote a poem along the same theme, called "I Like Canadians." The one we think he was imitating. His name was Ernest Hemingway.

I like Canadians/They are as unlike Americans/They go down at night/Their cigars don't smell bad/Their hats fit/They really believe that they were the ones/They don't believe in business/They think no hat has been exaggerated/That they are wonderful on ice skates

A few of them are very rich/But when they are rich they buy more homes/Than most cars/Chicago calls Toronto a pure town/But both boxing and horse-racing are illegal/in Chicago/Nobody works on Sunday/Nobody/That doesn't make me mad/There is only one Wood-burn/But were you ever at Blue Bonnet?

If you kill somebody with a motor car in Ontario/You are liable to go to jail/So at night alone/There have been over 500 people killed by motor cars in Chicago/So for this year

It is hard to get rich in Canada/But it is easy to make money/There are too many too many/But, then, there are too many/If you tip a waiter a quarter/He says "Thank you/Instead of calling a waiter"

They let women stand up in the street cars/Even if they are good-looking/They are all in a hurry to get home in night-gowns/Their radio sets/They are a fine people/I like them.

Canada—meaning Toronto—actually had a very interesting influence on Hemingway. He moved from the 1914-1918 war severely injured as a Red Cross ambulance driver in Italy. (Turning himself, as all fiction writers do, into a war hero, wearing about in an Italian officer's cape and knee-length boots.) His parents despised him getting a real job.

After six months as a cub reporter at the *Kansas City Star*, he by happenstance ended up in Toronto. All of his early literary antipathy had been turned down by the *Saturday Evening Post*, *Redbook*, all of them. He started at the *Star Weekly* in 1920, at the going rate—one-half cent per word.

Genius cannot be stifled. By 1931 he was *The Toronto Star's* moving correspondent in Europe. In 1932 he covered the Geneva Economic Conference, at which all the major powers were trying to recover from the 1919 recession fol-

lowing the war. The young and innocent reporter discovered, to his complete surprise, that the aged and elderly correspondents dispatched all their copy overseas by "cable"—since every unnecessary word by telegraph cost money.

The code, so obvious to any scribbler today, was to delete all obvious adjectives and adverbs so as to save money. "UPSTICK ASSWARDS" was his famous reply to a New York editor who didn't understand the brilliance of a guy who changed the whole language of a Henry James and won the Nobel Prize for literature.

Thanks to the *Star*, and its doleful office politics that ended to this day, Hemingway found, in his wanderings, bullfighting, badgering, booze and love. He found, in Genoa, the great American much-traveler Lincoln Steffens. In Paris, he fell into the guest room of Ezra Pound, Gertrude Stein and James Joyce.

William Merrill, who annotated all this in his excellent 1994 book, *Hemingway: The Toronto Lion*, quotes John Don Pease saying Hemingway's groundbreaking prose was based on "cabbies and the King James Bible."

Hemingway, while in his Toronto days was thought of by the married grammar war hero George Clark in a phony "brand at the Hotel Selby on Sherbourne Street, which is just about four jumps across Bloor Street below posh Rosedale, where only millionaires room. The last time I passed Hotel Selby, some time ago, they were advertising "Male strippers."

He might have been aroused, or appalled, before he blew his head off with a shotgun one Sunday morning in Ketchikan, Alaska, where I used to ski, following the tragic family gene pool that foreshadowed the same fate.

My point in bringing up this overly macho guy is I can't ever figure out who runs the strange sadder-than-Toronto *Star* to this day and does not make more of its heritage in taking credit for its half-cent-a-word kid who changed the language forever. No adjectives. No adverbs. No Henry James.

William White's *Damned Toronto* is a 1985 collection of 172 pieces that Hemingway published in the *Star*, displaying that in 1920, as a 21-year-old, this kid was destined for the sun. Covering everything from "German Machiavellism" to "Loving on \$1,000 in Paris" to "Waiting for an egg."

The *Toronto Star*, unknowingly in its corporate offices, gave this guy the freedom to discover a new way of writing.



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